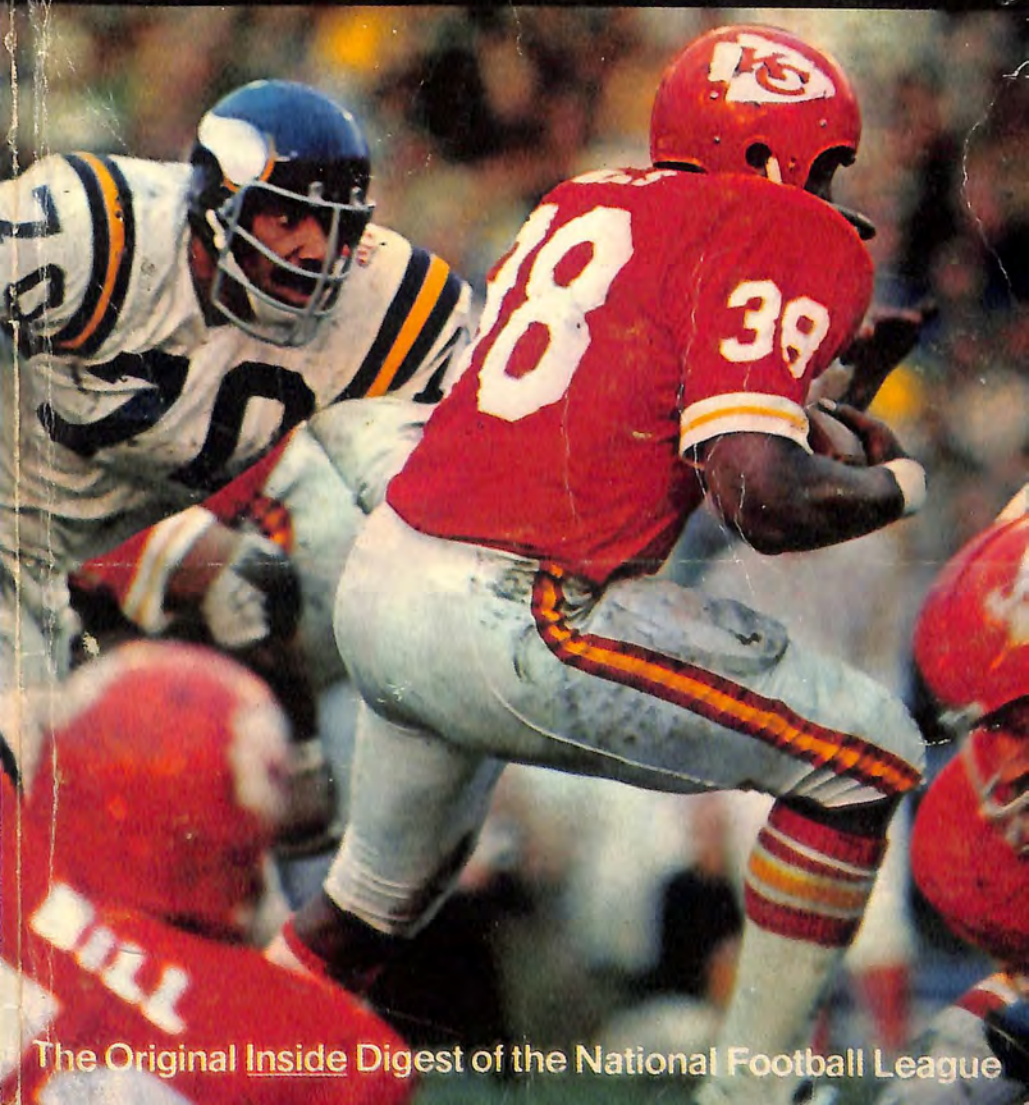


\$2.95

# ILLUSTRATED DIGEST OF PRO FOOTBALL

1970 EDITION



The Original Inside Digest of the National Football League



# ILLUSTRATED DIGEST OF **PRO FOOTBALL**

1970 EDITION

Written and Edited by  
Ed Croke and Art Poretz



Poretz-Ross Publishers, Division of The Unicom Group, Inc.

# ILLUSTRATED DIGEST OF PRO FOOTBALL

FIRST PRINTING . . . September, 1970

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Printed in U.S.A.

Cover photo by Vernon Biever:

In this SuperBowl '70 action, the Chiefs' Wendell Hayes slices into the Vikings' vaunted line for short yardage as big Jim Marshall (70) pursues.



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# National Football

The Minnesota Vikings want another shot at the Super Bowl championship. The Los Angeles Rams want another shot at the Minnesota Vikings for the league championship. And the Dallas Cowboys want another shot at anybody for any title.

As favorites in the Central Division of the National Football Conference, the Vikings have as their goal a chance to redeem themselves in the Super Bowl, where they were soundly beaten by Kansas City last January.

In the Western Division of the NFC, the Rams are wondering what it takes to make it as far as the league championship game. Three times in the past three seasons the mighty Rams all but dominated the National Football League (their 32-7-3 record is unmatched) only to fall one agonizing step short of the title game each time. First Green Bay edged them at the wire and then Baltimore and, last year, Minnesota. In 1970, however, the Rams vow they will make it all the way with no detours.

Dallas is a solid choice to sweep Eastern Division honors but the Cowboys, too, are wondering if they are truly jinxed in post-season competition. Twice in the past two years they have gone into the NFL championship game as top-heavy favorites--and twice they were unceremoniously dispatched by underdog Cleveland.

Perhaps now that the Browns have moved into the AFC, the Cowboys will forget the hex and play up to their known talents.

Although Minnesota, Los Angeles and Dallas appear to be the obvious favorites in their respective divisions (probably because all three have great defenses), it won't be easy for any of them. The Vikings figure to get a stiff battle from Detroit, another fine defensive team, and Green Bay, which is rebuilding with young players. Dallas could have trouble with New York and Washington in the Eastern race, although St. Louis again looks ready to make a title run. In the West, LA's major competition might come from a rapidly-maturing Atlanta ball club.

Coach Bud Grant of the Vikings has warned his players that there is no automatic carry-over in football; they'll have to be even better to win it in 1970. Grant plans no major changes. Joe Kapp will direct the show at quarterback with a solid running game expected from Bill Brown and Dave Osborn. The Viking defense, especially the great front four, is intact and figures to carry the load again.

Detroit coach Joe Schmidt called his 1969 Lions' defensive showing "spectacular" after they shut out three opponents and posted a 9-4-1 record. If quarterback Bill Munson and runners Mel

# Conference Preview

Farr and Nick Eddy can stay healthy this year, Detroit may really push the Vikings. The Packers have lost most of their Super Bowl veterans from three years ago and coach Phil Bengtson must rely on newcomers at most key positions. Much depends on how well 36-year-old Bart Starr can stand up at quarterback. Don Horn, a fourth-year man, is ready to take over but Starr is the fellow Green Bay needs. The Bears, like Detroit, have solid defense but there is a problem at quarterback where lefty Bobby Douglass and Jack Concannon have been unable to generate a strong passing attack.

Dallas has shifted all pro tackle Ralph Neely to right guard and Mel Renfro from safety to cornerback but otherwise coach Tom Landry has made no major changes. Quarterback Craig Morton, who had shoulder surgery in the off-season, appears ready to reach his potential. The Washington Redskins are still looking for a better running attack but they nevertheless present a potent offense with Sonny Jurgensen throwing to Charley Taylor, Bob Long and Jerry Smith. Coach Bill Austin now hopes to bolster his defense for a run at Dallas. New York made some fine off-season trades, acquiring people like Jim Kanicki, Ron Johnson and Clifton McNeil, and could be a divisional threat if the defense continues to improve and if coach Alex

Webster's I-formation offense gets more points.

Philadelphia has plenty of young talent and should be a stronger contender now that coach Jerry Williams is in his second year. There is talent aplenty---Leroy Keyes, Ben Hawkins, Harold Jackson and quarterback Norm Snead---but Williams must shore up his offensive line. Injuries hobbled St. Louis for most of 1969---and the Cards will be tough this year if they stay healthy. Jim Hart went to camp as the No. 1 quarterback but coach Charley Winner says ex-Houston Oiler star Pete Beathard is good enough to win the job. The Cards' defense looks to be one of the best in the division behind Dallas.

Los Angeles faces a problem in replacing defensive star Ed Meador, who has retired, but with a typical LA defense and with Roman Gabriel, the NFL's most valuable player in 1969, at quarterback the Rams have the talent to win it all. Coach Norm Van Brocklin's Falcons came on strong in 1969, finishing at 6-8, and are regarded as legitimate contenders. New Orleans had a potent offense last season but must strengthen its defense for 1970. San Francisco is rebuilding under coach Dick Nolan but if quarterback John Brodie has a hot hand, the Forty-Niners could present a real challenge in the Western Division.

# ATLANTA FALCONS



**QUARTERBACK** Bob Berry starts his rollout as blockers form protective wall in this action against Green Bay.

**L**ocated squarely in the middle of the football-mad Southeast the Atlanta Falcons have enjoyed outstanding success in the NFL since that city was granted its expansion franchise in 1966. On the day official notice was given of the new franchise, Atlantans began storming the Falcons' ticket offices and, within a month, the club had sold an amazing 45,000 season ticket reservations.

Falcon fans have continued to be enthusiastic and loyal to the young team during its early struggles. After losing their first nine games of that 1966 season, the Falcons won three of the last five,

showing their latent potential. Atlanta has continued to give a solid account of itself since and, with some outstanding new talent, should move forward with each coming season. Last year, the Falcons improved to a 6-8 record and with some fine players acquired in the draft, owner Rankin Smith and the entire Falcon organization are optimistic about the future.

With that solid fan support added, all of the ingredients are present for the Falcons to build a formidable history in pro football.

# Atlanta 1970 Schedule

September 20	.....at New Orleans	1:00 p.m.
September 27	.....at Green Bay	1:00 p.m.
October 4	.....SAN FRANCISCO	1:00 p.m.
October 11	.....at Dallas	1:00 p.m.
October 18	.....at Denver	2:00 p.m.
October 25	.....NEW ORLEANS	1:00 p.m.
November 1	.....CHICAGO	1:00 p.m.
November 8	.....at Los Angeles	1:00 p.m.
November 15	.....at Philadelphia	1:00 p.m.
November 22	.....LOS ANGELES	1:00 p.m.
November 30	.....MIAMI	9:00 p.m.
December 6	.....at San Francisco	1:00 p.m.
December 13	.....PITTSBURGH	1:00 p.m.
December 20	.....MINNESOTA	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Atlanta	24	.....SAN FRANCISCO	12
"	7	.....Los Angeles	17
"	14	.....BALTIMORE	21
"	17	.....DALLAS	24
"	21	.....San Francisco	7
"	10	.....Green Bay	28
"	6	.....LOS ANGELES	38
"	21	.....Detroit	27
"	48	.....CHICAGO	31
"	20	.....Washington	27
"	6	.....Baltimore	13
"	45	.....NEW ORLEANS	17
"	27	.....Philadelphia	3
"	10	.....MINNESOTA	3
TOTALS	<u>276</u>		<u>268</u>

**FINAL RECORD: WON 6 – LOST 8**

(Home Games Capitalized)

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## Atlanta Key Players

---



**BOB BERRY, QB, 5-11, 190, 6th Yr., Age 28, Oregon.**

Came to Falcons from Minnesota in deal prior to 1968 season, and moved into starting role when Randy Johnson was injured. Shared duties, yet finished the 1969 season with 71 completions, 10 TDs in 10 games.

**JIM MITCHELL, TE, 6-2, 235, 2d Yr., Age 23, Prairie View.**

Enjoyed particularly impressive rookie year after being No. 4 draft choice, grabbing 22 passes for 339 yards and four TDs, and showing exceptional blocking abilities. Looks to be a future star for Falcons.



**JIM BUTLER, HB, 5-10, 185, 6th Yr., Age 27, Edward Waters.**

Nicknamed "Cannonball", former Steeler did fine work for Falcons last season, rushing for 655 yards to lead club. Also returned kickoffs for 405 yards and grabbed 17 passes for another 297 yards. Capable of running the 100 in 9.7.

**PAUL FLATLEY, WR, 6-1, 190, 8th Yr., Age 29, Northwestern.**

Falcons picked him up from Vikings prior to last season on waivers, and it turned out to be excellent move. Swift veteran caught 45 passes for 834 yards and six TDs to lead club in receiving. Now has 267 catches in career, 23 touchdowns.



**CLAUDE HUMPHREY, DE, 6-5, 255, 3rd Yr., Age 26, Tenn. State.**

No. 1 draft pick in 1968, he stepped right into starting role and turned in topnotch performance all season long, won Rookie of Year honors. Great speed, he excelled in both pass-rushing and against the run. All-Pro material.

**RANDY JOHNSON, QB, 6-3, 196, 5th Yr., Age 26, Texas A&I.**

A No. 1 draft choice, has been Falcons' QB since club was formed. Appeared in only six games in '69, had 51 completions, 788 yards and 8 TDs. Has quick release, fine arm, and is a good runner too. Bonus choice at end of first round in 1966.



**GEORGE KUNZ, Tackle, 6-5, 245, 2d Yr., Age 23, Notre Dame.**

Top draft choice last year, husky rookie stepped into a starting berth and proved to be everything the Falcons hoped he would be. Very strong, excellent pass blocker, good blocker on the run, he improved each game.

**GREG BREZINA, LB, 6-1, 217, 3rd Yr., Age 24, Houston.**

A No. 11 draft choice, he was a reserve as a rookie, but stepped into a starting role as weakside linebacker last year and turned in a fine job. Not big for a LB, he's quick, agile and determined. Had one interception.







**TOMMY NOBIS, LB, 6-2, 235, 5th Yr., Age 27, Texas.**

No. 1 draft pick in 1966, has been bulwark of defense, winning All-NFL honors, Pro Bowl designation along the way. Was NFL's Rookie of the Year in '66, rates among top MLBs in football. Had one interception last season, sidelined by knee injury.

**JOHN ZOOK, DE, 6-5, 240, 2d Yr., Age 22, Kansas.**

Drafted by Rams, came to Falcons in trade through Philadelphia and stepped into a starting role as rookie last year. Proved to be extremely mobile, very quick on his feet and fine pass rusher. Had two pass interceptions as a DE!



**KEN REAVES, DB, 6-3, 205, 5th Yr., Age 25, Norfolk State.**

No. 4 draft choice in 1966, became regular cornerback as rookie, ranked third in NFL interceptions in '67 with seven for 153 yards. Continued steady play last year, had three interceptions, after one 90-yard return in '68.

**RUDY REDMOND, DB, 6-0, 190, 2d Yr., Age 23, Pacific.**

Draft choice of Bears, traded to Falcons and turned out to be another fine rookie for Atlanta. Cornerback led club in interceptions with five for 50 yards returned, proved to be a sure and crisp tackler in secondary.



**HARMON WAGES, RB, 6-2, 215, 3rd Yr., Age 24, Florida.**

Versatile back came into his own last year after signing as free agent and being a reserve in 1968. Had 375 yards rushing for 5-2 average, also caught 22 passes for another 228 yards, including 88-yard TD. Paul Hornung type player.



## **Norm Van Brocklin**

### *Head Coach*

After a half dozen years as head coach of the Minnesota Vikings, Norm Van Brocklin became head man at Atlanta early during the 1968 season and led a winless team to a victory in its first start under his tutelage. Falcons finished with only one other win that season, but the "Dutchman" had accomplished the groundwork he desired. Last year, the Falcons turned out to be one of the big surprises in pro football, finishing with a fine 6-8 record, including three straight at the end of the season, the last of which was a win over the NFL champion Vikings. Van Brocklin has long been a household word among pro football buffs. Drafted by the Los Angeles Rams in 1949, he went on to become the NFL's leading passer in 1950, 1952 and 1954 and set a single game record of 554 yards gained passing against the Yankees in 1951. Traded to the Philadelphia Eagles in 1958, he led that club to the NFL championship in 1960, his final year as a player. Named to the Pro Bowl team nine times in a 12-year career, Norm was appointed head coach of the new Viking franchise in 1961 and led the team to a 37-13 win over the Bears in the Vikings' first game ever.

# Atlanta 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro		No.	Name	Pos.	Ht.	Wt.	Pro	
					Age	Yr.						Age	Yr.
52	Acks, R.	LB	6-2	225	25	3	49	Lavan, A.	CB-S	6-1	194	24	2
54	Allen, G.	LB	6-3	230	24	3	43	Ledbetter, M.	WR	6-2	185	27	4
17	Berry, B.	QB	5-11	190	28	6	82	Lee, B.	WR	6-3	200	25	3
65	Breitenstein	G-T	6-3	267	27	3	18	Lemmerman, B.	QB	6-1	206	24	3
50	Brezina, G.	LB	6-1	217	24	3	26	Lothridge, B.	P	6-1	190	28	7
32	Bryant, C.	RB	5-11	192	27	5	20	McCauley, T.	WR	6-3	184	23	2
33	Butler, J.	RB	5-10	195	27	6	45	McDermott, G.	RB	6-1	211	24	2
73	Cahill, D.	DT	6-3	245	28	4	22	Mallory, J.	S	6-0	198	24	3
15	Cogdill, G.	WR	6-2	200	33	11	86	Mitchell, J.	TE	6-2	235	22	2
88	Condren, G.	DT	6-2	247	28	5	60	Nobis, T.	LB	6-3	237	27	5
51	Cottrell, T.	LB	6-1	233	23	2	36	Reaves, K.	CB	6-3	202	25	5
79	Dabney, C.	DT	6-5	259	23	2	47	Redmond, R.	CB	6-0	190	23	2
84	Donohoe, M.	TE	6-3	233	25	3	* 74	Sabatino, B.	DT	6-3	245	25	3
63	Enderle, D.	G	6-2	258	22	2	61	Sandeman, B.	T	6-7	260	27	5
3	Etter, B.	K	5-11	157	25	3	55	Schmidt, R.	G-T	6-3	248	28	4
85	Flatley, P.	WR	6-1	190	29	8	81	Smith, R.	TE	6-2	215	30	9
28	Freeman, M.	CB-S	5-11	179	26	3	67	Snider, M.	G	6-4	250	23	2
40	Gipson, P.	RB	6-0	205	24	2	23	Stanciel, J.	RB	6-0	192	23	2
58	Hansen, D.	LB	6-3	220	26	4	5	Wages, H.	RB	6-2	215	24	3
68	Hettema, D.	T	6-4	250	27	2	* 59	Waskiewicz, J.	C	6-4	240	26	2
70	Hughes, B.	DE	6-4	236	25	3	42	Weatherford, J.	S	5-11	186	24	2
87	Humphrey, C.	DE	6-5	244	26	3	53	Wells, H.	LB	6-2	224	30	5
11	Johnson, R.	QB	6-3	210	26	5	71	Zook, J.	DE	6-5	240	22	2
75	Kunz, G.	T	6-5	245	23	2							

\* Placed on waivers

\*\* Retired

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	SMALL, John	LB	Citadel
2.	MALONE, Art	RB	Arizona State
3.	MAURER, Andy	G	Oregon
	SNYDER, Todd	WR	Ohio U.
	from New York Giants		
4.	REED, Paul	T	Johnson C. Smith
	from Philadelphia		
	Choice to St. Louis		
5.	VAN NESS, Bruce	RB	Rutgers
	from Philadelphia thru N.Y. Giants		
	MENDENHALL, Ken	C	Oklahoma
6.	HERRON, Mack	RB	Kansas State
	BUTCHER, Jade	WR	Indiana
	from Washington		
	MARSHALL, Randy	DE	Linfield
	from Los Angeles		
7.	Choice to Los Angeles		
	ORCUTT, Gary	WR	So. California
	from New York Giants		
8.	BREWER, Larry	TE	Louisiana Tech
	from New York Giants		
	MILLER, Seth	DB	Arizona State
9.	ROBINSON, Roy	DB	Montana
10.	HATCHER, Jim	DB	Kansas

# Atlanta 1969 Club Leaders

Rushing													
	Att.	Yards	Avg.	Long	TDs		No.	Yards	Long	TDs			
Butler ....	163	655	4.0	39	3	Weatherford .....	1	18	18.0	0			
Wages ....	72	375	5.2	66	2	Allen .....	1	6	6.0	0			
Gipson ...	62	303	4.9	33	1	<b>Kickoff Ret.</b>							
Bryant ...	50	246	4.9	41	0		Ret.	No.	Yards	Avg.	Long	TDs	
Coffey ...	49	168	3.4	16	1	Bryant .....	21	407	19.4	39	0		
Mitchell ..	5	77	15.4	40	0	Butler .....	13	405	31.2	61	0		
Berry ....	20	68	3.4	30	0	Gipson .....	9	145	16.1	27	0		
						Wages .....	6	76	12.7	23	0		
Passing						Snider ..... <td>1</td> <td>48</td> <td>48.0</td> <td>48t</td> <td>1</td>	1	48	48.0	48t	1		
	Att.	Comp.	Pct.	Yards	TDs	Int.	Kunz ..... <td>1</td> <td>13</td> <td>13.0</td> <td>13</td> <td>0</td>	1	13	13.0	13	0	
Berry ...	124	71	57.3	1087	10	2	Staniel ....	1	10	10.0	10	0	
Johnson .	93	51	54.8	788	8	5	<b>Punt Ret.</b>						
Lemmerman	62	25	40.3	330	1	4		Ret.	No.	Yards	Avg.	Long	TDs
							Mallory .....	13	42	3.2	15	0	
Pass Rec.							Freeman ...	4	30	7.5	12	0	
	No.	Yards	Avg.	Long	TDs		Wright .....	4	21	5.3	11	0	
Flatley ....	45	834	18.5	71t	6		Cahill .....	1	0	0.0	0	0	
Cogdill ....	24	374	15.6	52	5		McCauley ...	4	-11	-2.8	0	0	
Mitchell ....	22	339	15.4	42t	4		<b>Punting</b>						
Wages .....	22	228	10.4	88t	1				No.	Yards	Avg.	Long	
Butler .....	17	297	17.5	65t	2		Lothridge .....	69	2846	41.2	57		
Coffey .....	8	64	8.0	19	2		<b>Scoring</b>						
Gipson .....	4	33	8.3	18	0			TDR	TDP	TDs	PAT	FG	Pts
							Etter ...	0	0	0	33	15	78
Interceptions							Flatley ..	0	6	6	0	0	36
	No.	Yards	Avg.	TDs		Butler ...	3	2	5	0	0	0	30
Redmond .....	5	50	10.0	0		Cogdill ..	0	5	5	0	0	0	30
Reaves .....	3	14	4.7	0		Mitchell ..	0	4	4	0	0	0	24
Hansen .....	2	51	25.5	0		Coffey ..	1	2	3	0	0	0	18
Zook .....	2	22	11.0	0		Wages ...	2	1	3	0	0	0	18
Lavan .....	2	0	0.0	0									
Mallory .....	1	22	22.0	0									

# Atlanta All-Time Club Leaders

## RUSHING

Junior Coffey, with 428 carries for 1,712 yards.

(1966-'69)

Jim Butler, with 257 carries for 1,020 yards.

(1968-'69)

## PASSING

Randy Johnson, with 395 completions in 832 attempts for 5,095 yards and 32 TDs.

(1966-'69)

## PASS RECEIVING

Paul Flatley, with 65 receptions for 1,139 yards, 6 TDs.

(1968-'69)

## INTERCEPTIONS

Ken Reaves, with 12.

(1966-'69)

Lee Calland, with 8.

(1966-'68)

## SCORING

Bob Etter, with 128 points.

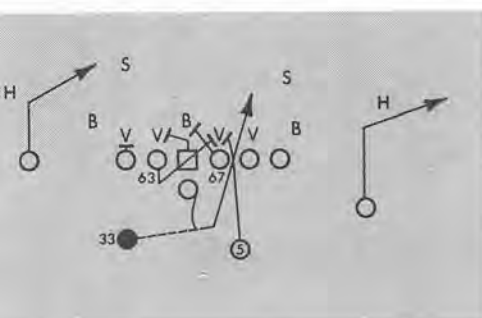
(1968-'69)

Junior Coffey, with 60 points.

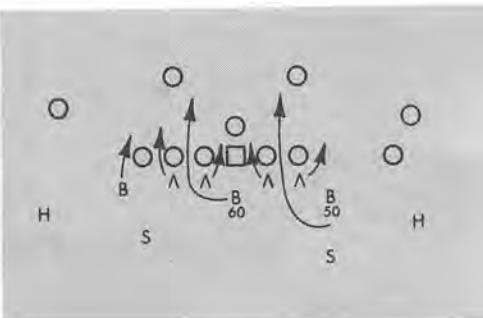
(1966-'67)

## The Big Play

Of the most successful plays for the Atlanta Falcons in those crucial third-and-two situations (or predicaments) has been the halfback power thrust outlined in Diagram A. This play depends on two things: power blocking at the point of attack and the swift acceleration of running back Jim Butler (33). As Butler takes the handoff and starts toward his right, left guard Dick Enderle (63) pulls behind his own center and angles in to block the defensive left tackle. He is joined on this double-team block by running back Harmon Wages (5), who drives straight into the line and helps work the tackle out of the way. Right guard Malcolm Snider (67) crosses over to seal off the middle linebacker and the Falcons' center blocks down (or away) on the defensive right tackle. If these blocks are executed properly, there is a power lane between tackle and guard. It doesn't stay open long but then again, Butler doesn't need much time. The Atlanta back takes a quick look at the blocking pattern as he moves laterally in the backfield. The instant he sees the double-team block move the defensive left tackle out of the way, he changes direction.



**Diagram A**  
HALFBACK POWER



**Diagram B**  
STRONG SIDE RED DOG

Although All Pro middle linebacker Tommy Nobis (60) was injured in 1969 and missed most of the season, he is still the key man in the Atlanta Falcons' defensive plans for 1970. Diagram B outlines one of the favorite maneuvers of the Falcons when Nobis is at middle linebacker — the strongside red-dog. The strategy behind this defensive tactic is to create two gaps in the offensive line, one for Nobis and the other for right linebacker Greg Brezina (50). Atlanta's left end makes an outside move against his man while the left tackle penetrates to the inside. This forces the offensive blockers to move apart — and this leaves the narrow gap through which Nobis circles and drives into the backfield. On the right side, Atlanta's end makes an outside rush and the tackle drives to the inside, again creating an alley into which Brezina bolts in the hope of log-jamming the offensive running play or perhaps smothering the quarterback before he can unload the forward pass.

## Falcons in Action



**OFF TO the races** is Cannonball Butler for big gain against the Rams. Butler led Falcons in rushing in 1969 with 655 yards and a 4.0 average.



**ABOUT TO be flattened** is QB Dick Shiner of the Steelers. Perpetrating the mayhem is Atlanta's outstanding defensive end Claude Humphrey.

# CHICAGO BEARS



**THE HUB** of the Chicago defense is All-Pro linebacker Dick Butkus (51) shown here returning an interception against New Orleans. Butkus has 12 interceptions in his five years with Chicago.

**T**he Chicago Bears have become a dramatic living legend during nearly half a century in professional football. Founded in 1920 by George Halas as the Decatur Staleys, a charter member of the NFL the following year as the Chicago Bears, the team has compiled an amazing record over the ensuing 49 seasons.

Eight world championships...two undefeated, untied seasons...nine more in which only one game was lost, and only nine losing years among the 50 campaigns waged...this is the Chicago Bears' story.

Halas is still the owner, chairman of the board and guiding light of the Bears, a team he also served

as player and head coach, with 40 years spent at the helm. As pioneers, the Bears can boast of many "firsts" ...first to practice daily, first to take game movies for study and strategy...first to play coast-to-coast tours. And while team efforts have made past teams great clubs, the Bears have a tremendous roll call of great individuals, such as Red Grange, Bronco Nagurski, Bulldog Turner, Sid Luckman and many others, right down to Gale Sayers and Dick Butkus of present day luster.

The "Monsters of the Midway," still in the Halas tradition, may well be the most famous pro football team of all time.



## Chicago 1970 Schedule

September 19	.....at New York Giants	8:00 p.m.
September 27	.....PHILADELPHIA	1:00 p.m.
October 5	.....at Detroit	8:00 p.m.
October 11	.....MINNESOTA	1:00 p.m.
October 18	.....SAN DIEGO	1:00 p.m.
October 25	.....DETROIT	1:00 p.m.
November 1	.....at Atlanta	1:00 p.m.
November 8	.....SAN FRANCISCO	1:00 p.m.
November 15	.....at Green Bay	1:00 p.m.
November 22	.....BUFFALO	1:00 p.m.
November 29	.....at Baltimore	2:00 p.m.
December 5	.....at Minnesota	12:15 p.m.
December 13	.....GREEN BAY	1:00 p.m.
December 20	.....at New Orleans	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Chicago	0	.....Green Bay	17
"	17	.....St. Louis	20
"	24	.....New York	28
"	0	.....MINNESOTA	31
"	7	.....Detroit	13
"	7	.....LOS ANGELES	9
"	14	.....Minnesota	31
"	38	.....PITTSBURGH	7
"	31	.....Atlanta	48
"	21	.....BALTIMORE	24
"	24	.....CLEVELAND	28
"	21	.....San Francisco	42
"	3	.....GREEN BAY	21
"	3	.....DETROIT	20
TOTALS	<u>210</u>		<u>339</u>

**FINAL RECORD: WON 1 – LOST 13**

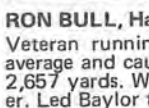
(Home Games Capitalized)

# Chicago Key Players



**DOUG BUFFONE, LB, 6-3, 230, 5th Yr., Age 26, Louisville.**

Very active outside LB who teams with Butkus to give Bears tandem of top young players at linebacker. Ranks behind Butkus in unassisted tackles, and nailed the opposing QB 18 times in '67. Had two interceptions for 12 yards last year.



**RON BULL, Halfback, 6-0, 200, 9th Yr., Age 30, Baylor.**

Veteran running back rushed for 187 yards in '69 for fine 4.2 average and caught 14 passes as well. Career rushing total now up to 2,657 yards. Was NFL's Rookie of the Year in 1962. Solid performer. Led Baylor team in rushing and receiving.



**DICK BUTKUS, LB, 6-3, 245, 6th Yr., Age 27, Illinois.**

All-NFL choice four times, five times in the Pro Bowl, is ranked among best MLBs in football. Strong, wide-ranging and deadly tackler, covers his area perfectly. Had two interceptions in '69 for return of 13 yards.



**BOB WALLACE, WR, 6-3, 212, 3rd Yr., Age 24, Texas (El Paso).**

No. 2 draft choice in 1968, he began career on special teams, then came on in second half of rookie campaign. Last year, as starter, led club in pass receiving with 47 catches for 553 yards and five touchdowns. Excellent speed.



**DICK EVEY, DT, 6-4, 245, 7th Yr., Age 29, Tennessee.**

No. 1 draft choice in 1964, has been a solid, dependable player ever since. Among the fastest and most agile of defensive tackles, he had a pass interception in '68. Previous year, he nailed the opposing QB 23 times to lead club.



**WILLIE HOLMAN, DT, 6-4, 250, 3rd Yr., Age 25, So. Carolina St.**

Drafted 7th by the Bears in 1968, he was used frequently as spot player at both end and tackle that rookie year, then took over as a starting DT in 1969. Showed improvement each game, now solid player with speed and strength.



**BENNIE McRAE, DB, 6-0, 180, 9th Yr., Age 30, Michigan.**

Had one interception in '69, now has 26 career steals to rank second on Bears' all-time list. A defensive captain, he had two TDs by interceptions in '67. Also strong tackler. Longest pass interception for TD was an 89-yarder against Detroit in 1965.



**ED O'BRADOVICH, DE, 6-3, 255, 10th Yr., Age 30, Illinois.**

Big favorite who is noted for spirited and aggressive play. Among best pass rushers in football, he got to the enemy QB 23 times in '67 season. Has been ironman since earlier injuries slowed him first few seasons.





**BOB DOUGLASS, QB, 6-4, 215, 2d Yr., Age 23, Kansas.**

No. 2 draft choice last year, big lefthanded QB had impressive year sharing duties with Concannon and Carter. Had 68 completions, 773 yards, five TDs. Also top runner, he scrambled for 408 yards, 8.0 average, second best on team.

**GALE SAYERS, RB, 6-0, 198, 6th Yr., Age 27, Kansas.**

Sensational runner came back from knee operation in 1968 to lead NFL in rushing with 1,032 yards, showing 4.3 average and scoring eight TDs. All-NFL and Pro Bowler annually, he holds many records, is rated among greatest running backs ever.



**HOWARD MUDD, Grd., 6-2, 252, 7th Yr., Age 28, Hillsdale (Mich.).**

Obtained in trade with San Francisco 49ers last season after being All-Pro and Pro Bowl player with 49ers. Moved into starting role with Bears and continued to prove that he is among the top guards in football.

**RANDY JACKSON, Tackle, 6-5, 245, 4th Yr., Age 26, Florida.**

A No. 4 draft choice in 1966, he spent that season on taxi squad, but came on to become a regular in 1967. He's been regular tackle ever since and rarely misses a minute of action. Very strong and quick, is exceptional blocker.



**JIM CADILE, Guard, 6-3, 240, 9th Yr., Age 29, San Jose State.**

Been with the Bears ever since 1962 when he was a No. 4 draft choice. Extremely durable player who excels in both pass blocking and running plays, he's rated among the top guards for pulling to lead sweeps. Solid player.



**Jim Dooley**  
*Head Coach*

He lost Gale Sayers through injury two thirds of the way through the season . . . his quarterbacks were hurt and unable to play to capacity . . . and key defensive men also were lost through injuries. Yet Jim Dooley led the Bears to a remarkable 7-7 finish in the tough Central Division in 1968, his first year as head coach, a performance which ranked among the top coaching jobs of the year. As the successor to George Halas, Dooley was hardly a stranger to the pro scene, or to the Bears' scene. He was Chicago's No. 1 draft choice back in 1952, and over the ensuing eight years with the Bears as an offensive end, Jim compiled a record of 211 pass receptions for 3,172 yards and 16 touchdowns. Three times (1953-'57-'50) he led the Bears in receiving. In 1963, Jim signed as an assistant coach to Halas, and for the next three seasons served as the team's offensive aide. That first year, he received suitable credit for his work in shaping the Chicago attack which won the NFL crown in '63 via a 14-10 triumph over the Giants. In 1966, Jim switched to defense to learn all aspects of the game, created the "Dooley Defense", and is now the head man with fine credentials, in spite of losing record in '69.

# Chicago 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
—	Aluise, J.	RB	5-11	210	27	1	—	Hyland, B.	C-OT	6-5	250	24	4
81	Amsler, M.	DE	6-5	255	27	3	65	Jackson, R.	T	6-5	245	26	4
—	Baynham, C.	RB	6-1	203	25	4	59	Kuechenberg, R.	LB	6-2	225	27	4
55	Buffone, D.	LB	6-3	225	25	5							
29	Bull, R.	RB	6-0	200	30	9	32	Kurek, R.	RB	6-2	210	27	6
51	Butkus, D.	LB	6-3	245	27	6	44	Lyle, G.	S	6-2	198	24	3
72	Cadile, J.	G	6-3	240	29	9	26	McRae, B.	CB	6-0	180	30	9
—	Caffey, L.	LB	6-3	250	28	8	—	Martin, D.	LB	6-0	225	23	3
—	Clark, P.	S	6-3	208	24	4	74	Mass, W.	T	6-4	240		
85	Coady, R.	C	6-3	218	25	1	—	Mudd, H.	G	6-2	252	27	
11	Concannon, J.	QB	6-3	205	27	7	—	Neidert, J.	LB	6-2	230	24	3
—	Copeland, R.	WR	6-4	196	23	2	87	O'Bradovich, E.	DE	6-3	255	29	9
73	Cornish, F.	DT	6-3	280	25	5	28	Ogden, R.	WR-TE	6-5	225	27	6
—	Daniels, D.	S	5-9	180	24	5	83	Percival, M.	K	6-4	220	30	4
84	Denney, A.	TE	6-2	229	26	4	—	Pitts, E.	RB	6-1	210	31	10
—	Douglass, B.	QB	6-4	215	22	2	57	Pride, D.	LB	6-3	225	27	3
79	Evey, D.	DT	6-4	245	29	7	40	Sayers, G.	RB	6-0	198	26	6
—	Ferguson, J.	C	6-4	240	27	3	67	Seals, G.	DT	6-3	260	27	7
45	Gordon, D.	WR	5-11	190	26	5	—	Simmons, J.	WR	6-1	189	27	6
88	Green, B.	P	5-11	175	33	11	—	Staley, B.	DT	6-3	248	23	3
—	Gunner, H.	DE	6-6	250	25	3	20	Taylor, J.	CB	6-1	200	29	4
—	Hale, D.	DE	6-7	260	22	2	21	Turner, C.	WR	5-10	170	25	3
49	Hazelton, M.	CB	6-1	185	25	3	82	Vallez, E.	TE	6-2	210	23	3
—	Hester, J.	TE	6-4	250	25	4	89	Wallace, B.	WR	6-3	211	24	3
85	Holamn, W.	DE	6-4	250	25	3	—	Youngblood, G.	S	6-3	205	24	5
33	Hull, M.	RB	6-3	220	25	3							

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	Choice to Green Bay.....		
2.	Choice to Dallas.....		
3.	FARMER, George.....	WR	UCLA
4.	LARSON, Lynn.....	T	Kansas State
	BRUPBACHER, Ross.....	LB	Texas A&M
	from Los Angeles		
5.	Choice to New Orleans.....		
6.	CUTHBERTH, Bob.....	QB	Oklahoma State
	CURCHIN, Jeff.....	T	Florida State
	from St. Louis		
7.	Choice to Philadelphia.....		
8.	STEPHENSON, Dana.....	DB	Nebraska
9.	COLE, Linzy.....	WR	Texas Christian
10.	HOLLOWAY, Glen.....	G	No. Texas State

## Chicago 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs	Kickoff Ret.	No.	Yards	Avg.	Long	TDs	
Sayers . . . .	236	1032	4.37	28	8	Sayers . . . . .	14	339	24.2	52	0	
Douglass . . .	51	408	8.00	39	2	Lyle . . . . .	11	248	22.5	32	0	
Bull . . . . .	44	187	4.25	16	0	Turner . . . . .	10	326	32.6	74	0	
Piccolo . . . .	45	148	3.29	15	2	Gordon . . . . .	6	105	17.5	27	0	
Hull . . . . .	29	81	2.79	14	1	Kurek . . . . .	4	66	16.5	20	0	
Concannon . .	22	62	2.82	30	1	Butkus . . . . .	3	28	9.3	28	0	
Montgomery .	15	52	3.47	6	0	Seals . . . . .	2	20	10.0	20	0	
Gordon . . . .	2	28	14.00	22	0							
Kurek . . . . .	8	24	3.00	6	0							
						Punt Ret.	No.	Yards	Avg.	Long	TDs	
Passing	Att.	Comp.	Pct.	Yards	TDs	Int	Lyle . . . . .	12	78	7.5	27	0
Concannon	160	87	54.4	783	4	8	Piccolo . . . . .	9	43	4.8	15	0
Douglass .	148	68	45.9	773	5	8	Turner . . . . .	8	32	4.0	12	0
Carter . . .	71	36	50.7	343	2	5	Gordon . . . . .	1	11	11.0	11	0

Pass Rec.	No.	Yards	Avg.	Long	TDs								
Wallace . . . .	47	553	11.8	45	5	Punting		No.	Yards	Avg.	Long		
Gordon . . . .	36	414	11.5	41	4	Green . . . . .		76	2964	39.0	59		
Denney . . . .	22	203	9.2	29	1								
Piccolo . . . .	17	143	8.4	25	1	Scoring		TDR	TDP	TDs	PAT	FG	Pts.
Sayers . . . . .	17	116	6.8	25	0	Percival . . . .	0	0	0	26	8	50	
Bull . . . . .	14	91	6.5	17	0	Sayers . . . . .	8	0	8	0	0	48	
Simmons . . .	13	178	13.7	48	0	Wallace . . . .	0	5	5	0	0	30	
Hull . . . . .	12	63	5.3	29	0	Gordon . . . . .	0	4	4	0	0	24	
						Piccolo . . . .	2	1	3	0	0	18	
Interceptions	No.	Yds.	Long	TDs		Douglass . . . .	2	0	2	0	0	12	
J. Taylor . . . .	3	37	23	0		Concannon . . .	1	0	1	0	0	6	
Daniels . . . .	3	37	32	0		Denney . . . . .	0	1	1	0	0	6	
Youngblood . .	3	22	22	1		Hull . . . . .	1	0	1	0	0	6	
Butkus . . . . .	2	13	11	0		Youngblood . .	0	1	0	0	0	6	
Buffone . . . .	2	12	12	0									

## Chicago All-Time Club Leaders

### RUSHING

Rick Casares, with 1,386 carries for 5,657 yards.	(1955-'64)
Gale Sayers, with 955 carries for 4,866 yards.	(1965-'69)
Bronco Nagurski, with 873 carries for 4,031 yards.	(1930-'37, '43)

### PASSING

Sid Luckman, with 904 completions in 1,744 attempts for 14,638 yards.	(1939-'50)
Bill Wade, with 767 completions in 1,407 attempts for 9,958 yards.	(1961-'1967)

### PASS RECEIVING

Johnny Morris, with 355 receptions for 5,059 yards and 31 TDs.	(1955-'67)
Mike Ditka, with 316 receptions for 4,503 yards and 34 TDs.	(19610-'66)
Harlon Hill, 226 receptions for 4,615 yards and 40 TDs.	(1954-'61)

### INTERCEPTIONS

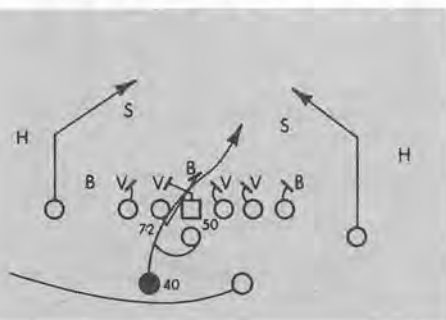
Richie Petitbon, with 37	1959-'68)
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### SCORING

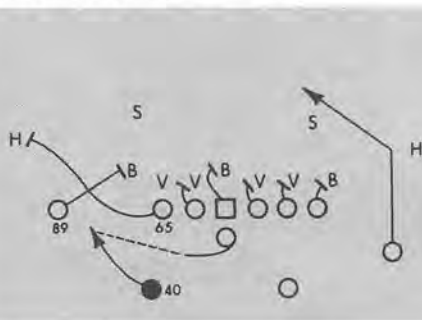
George Blanda, with 541 points.	(1949-'58)
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## The Big Play

In Gale Sayers (40) the Chicago Bears have a big, swift, explosive back who doesn't need much running room to turn a short gain into a long touchdown. The Bears' quick dive shown in Diagram A is a good illustration of this point. There is no great deception here, no tricky ball-handling. Rather, the Bears rely on Sayers' acceleration and power to make the play work. The success of this quick dive rests on the outcome of a cross-block made by Chicago's left guard, Jim Cadile (72), and center Mike Pyle (50). As he snaps the ball, Pyle drives sharply to his left and throws a seal-off block on the defensive right tackle. He doesn't necessarily have to knock the defensive man down; driving him away from the path of the ball-carrier is usually enough. Cadile, meanwhile, crosses behind Pyle, and slams into the middle linebacker. As this blocking takes place up front, Sayers grabs the reverse handoff from the Bears' quarterback and angles toward the quick-opening hole. The one thing he watches for is the direction in which Cadile blocks the middle linebacker. This determines Sayers' cut once he gets by the line of scrimmage. Usually, Gale will attempt to cut to his right, going against the flow.



**Diagram A**  
QUICK DIVE



**Diagram B**  
PITCH TO SAYERS

As mentioned above, it doesn't take much to shake Gale Sayers (40) loose. Just give the Bears' great runner a little bit of room and he's off to the races. The pitchout to Sayers shown in Diagram B is a case in point. The strategy here is simply to get Gale to the outside where his great open-field speed can be put to best use. There is no great need for downfield blocking for Sayers. Once he gets by the line he rarely needs help; besides, no one can get out ahead of him once he turns on the after-burner. As the quarterback spins and hands the ball to Sayers, split left end Bob Wallace (89) cracks back on the corner linebacker and drives him down the line — or to the inside. Left tackle Randy Jackson (65) pulls out behind Wallace's block and heads downfield to try and keep the defensive halfback out of the play — at least for the few seconds it takes Sayers to get underway. As can be seen, the Bears don't even block the defensive right end; they figure Gale can get by him before he has a chance to react.



## Bears in Action



**ONE OF** the best roll-out quarterbacks in football is the Bears' Jack Concannon, shown here sprinting out against the Rams.



**THE COLTS'** Jerry Hill looks for an opening, but Chicago's big defensive end Ed O'Bradovich (87) is about to pounce on Jerry for minus yardage.

# DALLAS COWBOYS



**OUTSTANDING** rookie Calvin Hill (35) sets sail for big gainer as guard John Niland shows classic form in leading the interference.

**F**rom a winless first season as an expansion team in 1960, the Dallas Cowboys have come a long way, and have accomplished the job in a style all their own. Founded on youth, vigor and determination with a goodly portion of imagination sprinkled in as well, the Cowboys have become a league power within a decade, and done so with a flair indigenous to Texas.

Perhaps an inkling of what was yet to come took place in 1965 when Dallas first began flexing its muscles. The club finished in second-place in the Eastern Conference that year to earn a trip to the Playoff Bowl, and thus set the stage

for the past three seasons when the Cowboys have been the dominant force in the Eastern Conference.

Dallas won the Eastern crown in both 1966 and 1967, bowing twice for NFL titles in two classic battles with the Green Bay Packers, then posted its best record ever, 12-2, in 1968, only to be upset by Cleveland for Eastern honors. Last year, Dallas missed again.

Head coach Tom Landry is the only mentor the Cowboys have ever had, and his record reflects his tactical and organizational talents. No team in the NFL has a more promising future.

## Dallas 1970 Schedule

September 20	.....at Philadelphia	.....1:00 p.m.
September 27	.....NEW YORK GIANTS	.....1:00 p.m.
October 4	.....at St. Louis	.....1:00 p.m.
October 11	.....ATLANTA	.....1:00 p.m.
October 18	.....at Minnesota	.....3:00 p.m.
October 25	.....at Kansas City	.....3:00 p.m.
November 1	.....PHILADELPHIA	.....1:00 p.m.
November 8	.....at New York Giants	.....1:00 p.m.
November 16	.....ST. LOUIS	.....8:00 p.m.
November 22	.....at Washington	.....1:00 p.m.
November 26	.....GREEN BAY	.....2:30 p.m.
December 6	.....WASHINGTON	.....3:00 p.m.
December 12	.....at Cleveland	.....1:00 p.m.
December 20	.....HOUSTON	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Dallas	24	.....ST. LOUIS	3
"	21	.....New Orleans	17
"	38	.....Philadelphia	7
"	24	.....Atlanta	17
"	49	.....PHILADELPHIA	14
"	25	.....NEW YORK	3
"	10	.....Cleveland	42
"	33	.....NEW ORLEANS	17
"	41	.....Washington	28
"	23	.....Los Angeles	24
"	24	.....SAN FRANCISCO	24
"	10	.....Pittsburgh	7
"	27	.....BALTIMORE	10
"	20	.....WASHINGTON	10
TOTALS	369		223

**FINAL RECORD: WON 11 – LOST 2 – TIED 1**

(Home Games Capitalized)

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## Dallas Key Players

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**CORNELL GREEN, DB, 6-3, 205, 9th Yr., Age 30, Utah State.**

One of best cornerbacks in pro football, a free agent who has been All-NFL three times. Expert at stripping receivers, he also had two interceptions in '69 to run career total to 27 for 474 yards returned and two TDs.

**BOB HAYES, SE, 5-11, 185, 6th Yr., Age 28, Florida A&M.**

Pro football's premier "game breaker". Caught 40 passes for 746 yards and 4 TDs in '69, now has 252 catches for 4,888 yards and 49 TDs in five seasons! All-Pro star also led NFL in punt returns with 312 yards, two more TDs. Fastest man in football.



**CHUCK HOWLEY, LB, 6-2, 230, 12th Yr., Age 34, W. Virginia.**

Came to Dallas in '61 trade with Bears and has been outstanding player, winning All-Pro honors twice. Defensive captain of Cowboys, he's quick, great tackler, fine leader. Had six interceptions in '68, one for TD, to lead club.

**LEE ROY JORDAN, LB, 6-1, 225, 8th Yr., Age 29, Alabama.**

No. 1 draft choice in 1963, began career as outside linebacker, but was switched to middle for last four seasons and has responded with fervor and top performance. Fierce competitor, he had two interceptions in '69—now has 13 in seven years.



**BOB LILLY, DT, 6-5, 260, 10th Yr., Age 31, TCU.**

Another No. 1 draft choice, he's regarded by many as top defensive tackle in all of pro football. All-NFL six straight years, has superb strength, quickness, pursuit. Draws double-team, often triple-team blocking, still gets the job done.

**MIKE CLARK, Kicker, 6-1, 205, 8th Yr., Age 29, Texas A&M.**

Came to Dallas in trade with Pittsburgh in 1968 and promptly was top scoring kicker in NFL with 105 points. Added 103 last year, including 20 FGs, and had streak of 80 straight PATs before missing late in season.



**RALPH NEELY, Tackle, 6-6, 265, 6th Yr., Age 27, Oklahoma.**

Big strong tackle is a genuine All-Pro. Considered among the top offensive linemen in all of pro football, he's the acknowledged leader of Dallas front wall. Strength, speed make him superb pass blocker. Originally No. 2 draft of Baltimore.

**JOHN NILAND, Guard, 6-3, 245, 5th Yr., Age 26, Iowa.**

Another No. 1 draft choice who has come on to merit the selection, strong, agile and very quick lineman has been regular for four seasons, allowing club to move Tony Liscio to tackle. Fine pass blocker leading sweeps.





**CRAIG MORTON, QB, 6-4, 215, 6th Yr., Age 27, California.**

Took over for retired Don Meredith last year, then suffered dislocated finger, and shoulder separation. Despite miseries, he had 162 completions for 2,619 yards and 21 TDs, proving he has potential to be an outstanding QB.

**CALVIN HILL, RB, 6-4, 228, 2d Yr., Age 23, Yale.**

Top draft choice turned out to be great rookie, winning NFL Rookie of Year honors. Rushed for 942 yards, despite missing three games, caught 20 passes for 232 yards and scored eight TDs. Made All-Pro team.



**WALT GARRISON, RB, 6-0, 205, 5th Yr., Age 26, Oklahoma St.**

Reserve back for three years behind Don Perkins, he became starter last year and teamed with Calvin Hill to form most potent 1-2 punch in NFL. Rushed for 818 yards and 4.6 average, caught 13 passes, proved great all-around performer.

**MEL RENFRO, DB, 6-0, 190, 7th Yr., Age 28, Oregon.**

All-Pro free safety has great speed and instinct for running since he has also played offensive back. Had ten interceptions in '69, now shows 31 for 420 yards returned in career. Has scored five TDs on interceptions, kick returns.



**LANCE RENTZEL, WR, 6-2, 205, 6th Yr., Age 27, Oklahoma.**

One of best deals Dallas ever made was to get Rentzel from Vikings for No. 3 draft choice. Had 43 catches for 960 yards and 12 TDs last year, to give him amazing total of 155 catches and 26 touchdowns in just three seasons with Cowboys.



**Tom Landry**  
*Head Coach*

No coach has had more success over the past four years than the Dallas strategist. Landry assumed command of the expansion Cowboy franchise in 1960 and, after some early tribulations, has built his club into one of the finest machines in pro football. The Dallas record of 12-2 in 1968

marked their finest regular season to date and won a second straight Capitol Division title, though the club's quest for a third straight Eastern championship was blunted by Cleveland in a playoff upset. The previous two seasons saw Landry's team post 9-5 and 10-3-1 records to win that Eastern crown, only to bow in two classic struggles to the Green Bay Packers for NFL title honors. The Packers prevailed 34-27 in the final seconds of play in 1966, and won 21-17 in the final 13 seconds of play in the 1967 battle in sub-zero weather. Landry was a halfback at the University of Texas, then joined the New York Yankees of the AAC in 1949. When that league went out of existence, he joined the New York Giants of the NFL and became part of the famed defensive backfield from 1950 through 1955, spending the last two years as a player-coach. A defensive aide through 1959 with New York under Jim Lee Howell, he left New York to become head man at Dallas.

# Dallas 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro		No.	Name	Pos.	Ht.	Wt.	Pro	
					Age	Yr.						Age	Yr.
66	Andrie, G.	DE	6-6	250	30	9	72	Liscio, T.	T	6-5	255	30	7
31	Brown, O.	S-CB	6-1	188	23	2	51	Manders, D.	C	6-2	250	29	6
83	Clark, M.	K	6-1	205	29	8	14	Morton, C.	QB	6-4	214	27	6
63	Cole, L.	DE	6-4	255	24	3	73	Neely, R.	T	6-6	265	26	6
** 40	Conrad, B.	WR	6-2	200	34	13	76	Niland, J.	G	6-3	245	26	5
89	Ditka, M.	TE	6-3	225	30	10	84	Norman, P.	TE	6-3	220	31	9
77	East, R.	DT	6-4	242	26	4	61	Nye, B.	G	6-4	251	24	3
52	Edwards, D.	LB	6-1	225	30	8	75	Pugh, J.	DT	6-6	260	26	6
45	Flowers, R.	WR	6-0	180	23	2	30	Reeves, D.	RB	6-1	200	26	6
27	Gaechter, M.	S	6-0	190	30	9	20	Renfro, M.	CB-S	6-0	190	28	7
32	Garrison, W.	RB	6-0	205	26	5	19	Rentzel, L.	WR	6-2	202	26	6
34	Green, C.	CB	6-3	208	30	9	25	Shy, L.	RB	6-1	200	26	5
64	Hagen, H.	T-DE	6-5	253	23	2	12	Staubach, R.	QB	6-3	197	28	2
22	Hayes, B.	WR	5-11	185	27	6	56	Stincic, T.	LB	6-4	230	24	2
35	Hill, C.	RB	6-4	227	23	2	71	Townes, W.	DE	6-4	265	27	4
24	Homan, D.	WR	6-1	181	24	3	57	Walker, M.	C	6-4	249	27	5
54	Howley, C.	LB	6-2	225	34	12	42	Welch, C.	RB	5-11	203	23	2
* 23	Johnson, M.	DB	5-11	184	26	5	53	Whittingham, F.	LB	6-2	240	30	6
55	Jordan, L.	LB	6-1	221	29	8	10	Widby, R.	P	6-4	210	24	3
50	Lewis, D.	LB	6-1	225	24	2	70	Wright, R.	T	6-6	255	24	4
74	Lilly, B.	DT	6-5	260	31	10	—	Whitsell, D.	S	6-0	185	34	13

\* Traded to Chicago

\*\* Retired

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	THOMAS, Duane	RB	W. Texas State
2.	ASHER, Bob	T	Vanderbilt
	from Chicago		
	ADKINS, Margene	WR	Henderson J. C.
3.	WATERS, Charley	DB	Clemson
	from Houston thru Cleveland		
	KINER, Steve	LB	Tennessee
	from Cleveland		
	FOX, Denton	DB	Texas Tech
4.	FITZGERALD, John	T	Boston College
5.	Choice to St. Louis		
6.	TOOMAY, Pat	DE	Vanderbilt
7.	ABBEY, Don	LB	Penn State
8.	DOSSEY, Jerry	G	Arkansas
9.	ANDRUSHYSHYN, Zenon	K	UCLA
10.	ATHAS, Pete	DB	Tennessee



# Dallas 1969 Club Leaders

<b>Rushing</b>	<b>Att.</b>	<b>Yds.</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>			<b>No.</b>	<b>Yards</b>	<b>Long</b>	<b>TDs</b>		
Hill .....	204	942	4.6	55	8	Howley .....	2	37	28	0			
Garrison ..	176	818	4.6	21	2	Clark, P. ....	2	2	2	0			
Reeves ....	59	173	2.9	12	4	Green .....	2	0	0	0			
Shy .....	42	154	3.7	23	1	Cole .....	1	41	41	1			
Morton ....	16	62	4.0	15	1	Brown .....	1	31	31	0			
Staubach ..	15	60	4.0	19	1	Edwards .....	1	0	0	0			
Welch ....	6	21	3.5	6	0								
Norman ..	5	20	4.0	21	0	<b>Kickoff Ret. No.</b>	<b>Yds.</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>			
Hayes ....	4	17	4.3	6	0	Flowers ....	11	238	20.8	30	0		
						Baynham ....	7	114	16.3	29	0		
<b>Passing</b>	<b>Att.</b>	<b>Comp.</b>	<b>Pct.</b>	<b>Yds.</b>	<b>TDs</b>	<b>Int.</b>	Welch .....	5	112	22.4	35	0	
Morton ..	302	162	53.6	2619	21	15	Hill .....	4	125	31.3	46	0	
Staubach	47	23	49.0	421	1	2	Hayes .....	3	80	26.7	46	0	
Hill .....	3	3	100.0	137	2	0	Shy .....	3	47	15.6	26	0	
Reeves ..	3	1	33.3	35	0	1	Green .....	2	0	0.0	0	0	
<b>Pass Rec.</b>	<b>No.</b>	<b>Yds.</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>		<b>Punt Ret.</b>	<b>No.</b>	<b>Yds.</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>	
Rentzel ....	43	960	22.3	75	12		Hayes .....	18	179	9.9	50	0	
Hayes .....	40	746	18.7	67	4		Renfro .....	15	80	5.3	34	0	
Hill .....	20	232	11.6	28	0		Rentzel ....	4	14	3.5	11	0	
Reeves .....	18	187	10.4	29	1		Johnson ....	1	0	0.0	0	0	
Ditka .....	17	369	21.7	51	3		<b>Punting</b>	<b>No.</b>	<b>Yds.</b>	<b>Avg.</b>	<b>Long</b>		
Norman ....	13	238	18.3	31	3		Widby .....	63	2729	43.3	62		
Garrison ....	13	131	10.1	25	0		<b>Scoring</b>	<b>TDR</b>	<b>TDP</b>	<b>TDs</b>	<b>PAT</b>	<b>FG</b>	<b>Pts</b>
Homan .....	12	240	20.0	66	0		Clark ...	0	0	0	43	20	103
Shy .....	8	124	15.5	49	1		Rentzel ...	1	12	13	0	0	78
Conrad .....	4	74	18.5	34	0		Hill .....	8	0	8	0	0	48
Wright .....	1	12	12.0	12	0		Reeves ...	4	1	5	0	0	30
<b>Interceptions</b>	<b>No.</b>	<b>Yds.</b>	<b>Long</b>	<b>TDs</b>			Hayes ...	0	4	4	0	0	24
Renfro .....	10	118	41	0			Ditka ...	0	3	3	0	0	18
Gaechter .....	3	72	37	0			Norman ...	0	3	3	0	0	18
Jordan .....	2	38	38	0									

# Dallas All-Time Club Leaders

## RUSHING

Don Perkins, with 1,500 carries for 6,244 yards and 42 TDs.

(1961-'68)

## PASSING

Don Meredith, with 1,170 completions in 2,308 attempts for 17,199 and 135 TDs.

(1960-'68)

## PASS RECEIVING

Frank Clarke, with 271 catches for 5,214 yards and 50 TDs.

(1960-'67)

## INTERCEPTIONS

Mel Renfro, with 31

(1962-'69)

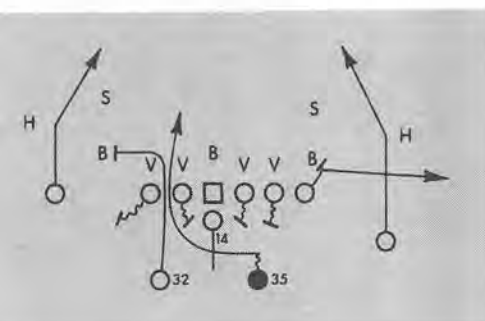
## SCORING

Frank Clarke, with 306 points.

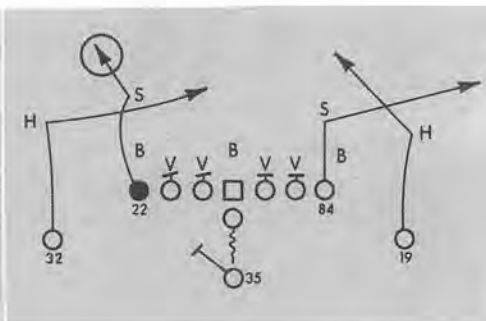
(1960-'67)

## The Big Play

With a passing attack that rates with the best in pro football, the Dallas Cowboys are very often able to use the threat of an aerial strike to make their ground attack function at a higher level. Such is the case with the fullback draw play shown in Diagram A. Once quarterback Craig Morton (14) has completed a few passes he can usually get good results from the fullback draw. The idea here is simple: make the defense "read" pass and then cross it up by running the ball. First, the Dallas receivers run deep patterns to lure the secondary away from the intended strike zone. Next, Morton makes a quick pass drop as if to throw. Running backs Walt Garrison (32) and Calvin Hill (35) set up as if to pass-block for Morton, as does the entire Dallas offensive line. This usually prompts a determined pass rush by the defensive front four. When this occurs, the Dallas linemen allow the defensive rushers to sift through — and then they ride them to the outside. At this point, Morton slips the ball deftly to Hill, who delays for an instant as the draw alley is formed, and then follows Garrison into the hole between left tackle and guard.



**Diagram A**  
FULLBACK DRAW



**Diagram B**  
FOUR-MAN ISOLATION PATTERN

Anytime the Dallas Cowboys can isolate split end Bob Hayes, one of football's fastest men, on a single defensive back — well, they feel they are "in business." One way Dallas tries to achieve this hoped-for mismatch is with the four-man isolation pattern shown in Diagram B. The Cowboys force the defense to spread wide by sending flankers wide to both sides. Hayes (22), normally the split left end, lines up inside the flanker, Walt Garrison (32). On the other side are tight end Pettis Norman (84) and flanker Lance Rentzel (19). At the snap, Garrison, on the left, and Rentzel, on the right, race upfield on long pass routes and tight end Norman executes a deep square-out. Garrison drives straight at the half-back covering him and then breaks sharply over the middle. Hayes darts by the linebacker and bears down on the weakside safety, the only man the defense can spare to cover him. Hayes makes a fake drive inside and then cuts quickly to the sideline, almost an acute-out move.

## Cowboys in Action



**COWBOYS** have still another top runner in Walt Garrison, a slashing type of ball carrier. Here's Walt cutting for yardage against the Saints.



**VETERAN** linebacker Chuck Howley has been a standout player for 11 years. Here he diagnoses a play against Detroit as Mike Gaechter looks on in background.

# DETROIT LIONS



**RUGGED** tight end Charlie Sanders (88) is one of the Lions' chief weapons. Here he goes into the air to beat the Packers' Doug Hart for one of his 42 catches during 1969 season.

**B**ack in the days when pro football franchises were on the market for \$100 or less, Jimmy Conzelman, now a member of the Pro Football Hall of Fame, obtained the first Detroit franchise. The year was 1925, but after a couple of hard seasons, Conzelman was forced to abandon his project.

Then in 1934, George A. Richards, a successful radio station owner, purchased the Ohio Spartans and moved that club into Detroit — and the Lions were on their way. Stressing defense, Detroit went on to win 10 straight games, including seven by shutout, only to lose the NFL's Western

title to the undefeated Chicago Bears.

A year later, the Lions swept to the Western title, then knocked over the New York Giants 26-7 for the NFL crown, setting the stage for some great Detroit teams which were to follow. In the 1950s, the Lions were a powerful club, winning three straight Western titles and two NFL crowns in 1952-53-54, then made it four Conference flags and another NFL title in 1957.

Lions' fans have had great names to cheer, including Whizzer White, Bobby Layne, Doak Walker, Leon Hart, Joe Schmidt and many, many more.

## Detroit 1970 Schedule

September 20	.....at Green Bay	.....1:00 p.m.
September 27	.....CINCINNATI	.....1:00 p.m.
October 5	.....CHICAGO	.....8:00 p.m. (EST)
October 11	.....at Washington	.....1:00 p.m.
October 18	.....at Cleveland	.....1:00 p.m.
October 25	.....at Chicago	.....1:00 p.m.
November 1	.....MINNESOTA	.....1:00 p.m.
November 8	.....at New Orleans	.....1:00 p.m.
November 15	.....at Minnesota	.....1:00 p.m.
November 22	.....SAN FRANCISCO	.....1:00 p.m.
November 26	.....OAKLAND	.....12:00 p.m.
December 6	.....ST. LOUIS	.....1:00 p.m.
December 14	.....at Los Angeles	.....6:00 p.m.
December 20	.....GREEN BAY	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Detroit	13	.....Pittsburgh	16
"	24	.....NEW YORK	0
"	28	.....Cleveland	21
"	17	.....GREEN BAY	28
"	13	.....CHICAGO	7
"	10	.....Minnesota	24
"	26	.....San Francisco	14
"	27	.....ATLANTA	21
"	20	.....ST. LOUIS	0
"	16	.....Green Bay	10
"	0	.....MINNESOTA	27
"	17	.....Baltimore	17
"	28	.....LOS ANGELES	0
"	20	.....Chicago	3
TOTALS	<u>259</u>		<u>188</u>

**FINAL RECORD: WON 9 — LOST 4 — TIED 1**

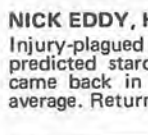
(Home Games Capitalized)

## Detroit Key Players



**LEM BARNEY, DB, 6-0, 190, 4th Yr., Age 25, Jackson State.**

Swift cornerback has had three outstanding seasons, winning Pro Bowl honors each year. Intercepted 10 passes to lead NFL in 1967, added eight more last season. Ran three back for TDs in '67 to tie league mark. Top kickoff return man as well.



**NICK EDDY, Halfback, 6-1, 215, 3rd Yr., Age 26, Notre Dame.**

Injury-plagued for past two years, talented halfback seems ready for predicted stardom. Sat out entire rookie year with knee injury, came back in spot duty last year for 272 yards rushing and 3.7 average. Returned a punt for TD in first play as a pro.



**ED FLANAGAN, Center, 6-3, 250, 6th Yr., Age 26, Purdue.**

Steady performer who shows marked improvement year after year. Rated by many as one of top young centers in league right now. Great durability, leading in minutes played. Has developed into top blocker. Nephew of the late Steve Lach, ex-NFL star back.



**ALEX KARRAS, DT, 6-2, 245, 12th Yr., Age 35, Iowa.**

Many-times All-Pro, has been star for Lions since being No. 1 draft choice in 1958. One of swiftest of all defensive tackles with great charge. Amazingly agile defender working his way into backfield to get the QB. Great desire and determination.



**DICK LeBEAU, DB, 6-1, 190, Age 33, 12th Yr., Ohio State.**

Veteran cornerback with great spirit and enthusiasm had six interceptions in '69 to run career total to 47 steals for 590 yards returned and three TDs. Named to Pro Bowl team three times, Dick originally signed as a free agent.



**MIKE LUCCI, LB, 6-2, 235, 9th Yr., Age 30, Tennessee.**

Has been big favorite in Detroit since coming to Lions in trade with Cleveland in 1965. Quick, agile with great competitive drive. Has intercepted eight passes for 165 yards returned and two TDs in five years with Lions.



**EARL McCULLOUGH, Flanker, 5-11, 178, 3rd Yr., Age 24, USC.**

Great hurdler in college, turned in outstanding rookie year after No. 1 draft by Lions. Grabbed 40 passes for 680 yards and a 17.0 average for five TDs, including one 80-yarder. Won offensive Rookie of Year nod. Rated fastest man in world in first 20 yards.



**BILL MUNSON, QB, 6-2, 200, 7th Yr., Age 29, Utah State.**

Acquired by Lions in trade with Rams prior to '68 season, he stepped into starting role and responded by finishing as the league's No. 7 passer with 181 completions, 2,311 yards, 15 TDs. Led in lowest interceptions for NFL.



**PAUL NAUMOFF, LB, 6-1, 225, 4th Yr., Age 25, Tenn.**

Came into his own in '68 after being a swingman in his rookie season and special teams performer. Has excellent speed and is rated among strongest tacklers on the club. Had one interception in 1968. Fine potential.

**MEL FARR, RB, 6-2, 210, 4th Yr., Age 25, UCLA.**

Swift and talented back missed the second half of the season due to injuries, but is ready to roll again. In just half a campaign, he had 245 yards rushing for 4.2 average, caught 13 passes for 94 yards and scored four TDs.



**ROCKNE FREITAS, T, 6-6, 280, 3rd Yr., Age 24, Oregon State.**

Really came through for Lions at offensive tackle in 1969 to help club to 9-4-1 record. Big, strong, very mobile and an all-out hustler, he should have a fine future. With that size, he makes life tough for defensive ends.

**CHARLIE SANDERS, TE, 6-4, 235, 3rd Yr., Age 24, Minnesota.**

Has had two outstanding years for Lions. Led club in receiving in '69 with 42 catches for 656 yards and three TDs after catching 40 passes in rookie season. Big, fast and tough, he has made the Pro Bowl team in each season.



**LARRY HAND, DE, 6-4, 250, 6th Yr., Age 30, Appalachian St.**

Came back strong in '69 after sitting out previous season with injured knee. Showed no ill effects as he continued to be an exceptional pass-rusher. Great competitor, he was first NFL defensive end to score TDs in two straight games on pass steals.



**Joe Schmidt**  
*Head Coach*

When the Detroit Lions looked around for a new coach at the beginning of a rebuilding movement in 1967, it came as no great upset that their glance fell, quite naturally, on Joe Schmidt, the All-Pro linebacker who had been the indomitable spirit of that organization for 13 outstanding NFL campaigns. Schmidt stepped into a tough assignment with characteristic aggressiveness, and the club has responded with solid work over the past three years and a fulfilled promise of returning to winning ways. As was expected with Schmidt in charge, Detroit has been a formidable team on defense during the past three seasons and the offense has begun to come on as well. Schmidt, as a longtime favorite of Detroit fans, traces his career back to 1953 when he was the Lions' No. 7 draft choice after an All-American career at the University of Pittsburgh. A fullback and guard in college, Joe was converted into the job of middle linebacker as the game started a new trend in defensive alignments. For the next 13 years, Schmidt became the epitome of the middle linebacker, winning All-NFL honors nine times, being named to the Pro Bowl team 10 times, serving as captain of Detroit for nine years and winning club MVP four times. He's used to being a winner.



# Detroit 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro		No.	Name	Pos.	Ht.	Wt.	Pro	
					Age	Yr.						Age	Yr.
87	Barefoot, K.	TE	6-4	235	24	2	70	Moore, D.	DE-DT	6-5	250	26	4
20	Barney, L.	CB-P	6-0	188	24	4	19	Munson, B.	QB	6-2	210	29	7
14	Barton, G.	QB	6-2	195	24	2	58	Naumoff, P.	LB	6-1	215	25	4
87	Cotton, C.	TE	6-4	222	23	2	35	Nowatzke, T.	RB	6-3	230	27	6
52	Cottrell, B.	C-G	6-2	255	26	4	23	Odle, P.	WR	5-11	195	27	3
15	DePoyster, J.	P-K	6-1	205	24	2	67	Rasley, R.	G	6-3	250	22	2
40	Eddy, N.	RB	6-1	207	26	3	47	Rasmussen, W.	S	6-2	180	28	7
24	Farr, M.	RB	6-2	210	25	4	84	Robb, J.	DE	6-3	245	33	11
54	Flanagan, E.	C	6-3	245	26	6	82	Rush, J.	DT	6-4	265	27	6
76	Freitas, R.	T	6-6	280	24	3	88	Sanders, C.	TE	6-4	235	24	3
68	Gallagher, F.	G	6-2	245	27	4	73	Shoals, R.	T	6-4	260	31	8
3	Gambrell, B.	WR	5-10	180	28	7	51	Swain, B.	LB	6-2	230	29	7
72	Goich, D.	DT-DE	6-4	265	26	2	42	Taylor, A.	RB	5-10	196	22	2
74	Hand, L.	DE	6-4	250	30	6	38	Triplett, B.	RB	6-2	215	30	8
71	Karras, A.	DT	6-2	245	35	12	48	Vaughn, T.	S	5-11	190	27	6
66	Kowalkowski, B.	G	6-3	240	26	4	55	Walker, W.	LB	6-2	228	32	13
11	Landry, G.	QB	6-4	205	23	3	63	Walton, C.	G	6-3	255	29	4
44	LeBeau, D.	CB	6-1	185	32	12	49	Walton, L.	WR	6-0	180	23	2
53	Lucci, M.	LB	6-2	230	30	9	30	Watkins, L.	RB	6-2	215	22	2
81	Malinchak, B.	WR	6-1	200	26	5	28	Weger, M.	S	6-2	200	24	4
12	Mann, E.	K	6-0	200	29	3	45	Williams, B.	CB	6-0	200	28	4
25	McCullouch, E.	WR	5-11	175	24	3	89	Wright, J.	WR	6-0	193	24	3
62	Mooney, E.	LB	6-2	225	25	3	75	Yarbrough, J.	T	6-6	250	23	2

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	OWENS, Steve.....	RB	.....Oklahoma
2.	PARSONS, Ray.....	DE	.....Minnesota
3.	MITCHELL, Jim.....	DE	.....Virginia State
4.	Choice to New York Giants.....		
5.	PARKER, Bob.....	G	.....Memphis State
6.	TERRY, Tony.....	DT	.....So. California
7.	GEDDES, Ken.....	LB	.....Nebraska
8.	Choice to St. Louis.....		
9.	WEAVER, Herman.....	P	.....Tennessee
10.	MAXWELL, Bruce.....	RB	.....Arkansas

## Detroit 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs	Kickoff Ret.	No.	Yds.	Avg.	Long	TDs
Triplett . . .	111	377	3.4	33	3	Williams . . .	17	563	33.1	96t	1
Taylor . . .	118	348	2.9	26	0	L. Walton . . .	12	230	19.2	35	0
Eddy . . .	78	272	3.5	26	2	Barney . . . .	7	154	22.0	32	0
Farr . . . .	58	245	4.2	52	4						
Landry . . .	33	243	7.4	26	1						
Watkins . . .	62	201	3.2	12	1						
						Punt Ret.	No.	Yds.	Avg.	Long	TDs
						Barney . . . .	9	191	21.2	74t	1
						L. Walton . . .	9	24	2.7	20	0
Passing	Att.	Comp.	Pct.	Yds.	TDs	Int.					
Munson .	166	84	50.6	1062	7	8					
Landry .	160	80	50.	853	4	10					
Pass Rec.	No.	Yds.	Avg.	Long	TDs						
Sanders . . .	42	656	15.6	47	3						
McCullouch .	33	529	16.0	45	5						
Triplett . . .	13	141	10.8	62t	1						
Farr . . . . .	13	94	7.2	24	0						
Watkins . . .	13	87	6.7	20	0						
Taylor . . . .	13	86	6.6	20	0						
Interceptions	No.	Yds.	Long	TDs							
Barney . . . . .	8	126	32	0							
LeBeau . . . . .	6	15	8	0							
Weger . . . . .	3	44	25	0							
Vaughn . . . . .	2	0	0	0							

## Detroit All-Time Club Leaders

### RUSHING

Nick Pietrosante, with 938 carries for 3,933 yards. (1959-'65)

### PASSING

Bobby Layne, with 1,074 completions in 2,193 attempts for 15,710 yards and 118 TDs. (1950-'58)

### PASS RECEIVING

Gail Cogdill, with 324 receptions for 5,220 yards. (1960-'68)

### INTERCEPTIONS

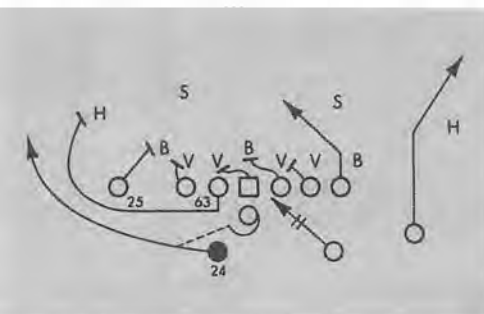
Yale Lary, with 50. (1952-'53, '56-'64)  
 Dick LeBeau, with 47. (1959-'69)  
 Jack Christensen, with 46. (1951-'58)

### SCORING

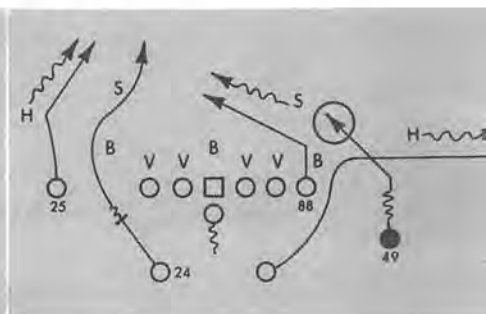
Doak Walker, with 534 points. (1950-'55)  
 Wayne Walker, with 343 points. (1958-'68)  
 Jim Martin, with 259 points. (1951-'61)

## The Big Play

The halfback quick pitch used by the Detroit Lions (Diagram A) works well mainly because the fellow running the ball, halfback Mel Farr (24), is a 9.5 sprinter with a fine instinct for open-field moves. Like most pitch-outs, this one is simple in strategy: one key block and pitch the ball to Mel. After that, he's on his own. The Lions need a comeback block by split end Earl McCullouch (25), who angles in on the enemy's right corner linebacker and tries to immobilize him until Farr has time to turn the corner. Detroit's left guard, Chuck Walton (63), pulls out of the line, circles behind McCullouch's block and heads for the defensive halfback. It's difficult to knock a defensive back completely off his feet in the secondary but Walton at least tries to put himself between the back and Farr, screening the defensive man for several seconds while Mel shifts into high gear. The defense can't react immediately to the pitch to Farr since the Lions' quarterback first makes a fake handoff to the other running back, who drives straight into the line. This fake, if carried out properly, serves to freeze the linebackers momentarily. And that's the one pause that enables the swift Farr to take the toss and race around left end.



**Diagram A**  
HALFBACK QUICK PITCH



**Diagram B**  
FLANKER DELAY SLANT-IN

With sprinters like Earl McCullouch (25) and Mel Farr (24) posing such a constant long-bomb threat, the Detroit Lions can often make key completions to flanker back Larry Walton (49) on delay patterns. The first move in the flanker delay slant-in shown in Diagram B is to make the defense conscious of a possible deep pass. McCullouch does this by running a long down-and-in route, occupying both the halfback and safety on that side, and then Farr, faking a pass block, also runs deep into the same sector. On the right side, tight end Charlie Sanders (88) drives sharply over the middle, luring the strongside safety in that direction. Now the stage is set. The defense is looking for the bomb. Walton delays the start of his route until the other Lion receivers have made maximum penetration. At that point, he runs a very quick slant-in, aiming for the target zone that has been cleared of defensive personnel. He goes only 10-12 yards deep and then looks quickly for the ball.

## Lions in Action



**LINEBACKER Mike Lucci (53) is one of the best. Here, he's about to make a goal-line stop on Falcons' Charlie Bryant to save a TD.**



**GOOD BLOCK** by Lions' center Ed Flanagan (54) springs Bill Triplett loose for good gain against the Rams.

# GREEN BAY PACKERS



**A SCOURGE** of ball carriers over the years, Ray Nitschke (66) shows why as he leaps up to halt progress of Giants' Joe Morrison trying for first down.

**T**he saga of the Green Bay Packers may well be the most interesting in the world of professional sports. As the representatives of a city with a population of just over 75,000, the Packers have spanned an era which began in 1919 modestly and grew to dominant proportions through the 1960s.

The only fan-owned team in pro sports (with more than 1,700 stockholders in a non-profit corporation), the club was formed in 1919 by Curly Lambeau and George Calhoun as a local team representing the Indian Packing Co. of Green Bay. Two years later, after great success in Wisconsin and Upper Michigan, Lambeau's

team became a charter member of the NFL.

In 1959, Vince Lombardi arrived on the scene to transform the Packers from a last-place team to dynasty proportions over the next decade, winning six conference titles, five NFL crowns and two Super Bowl championships. Over that span, Lombardi's club posted an 89-29-4 regular season record, and the team became synonymous with superior performance. Individual Packer stars have been many, from Don Hutson, Johnny Blood and Cecil Isbell, through Bart Starr, Paul Hornung, Jim Taylor and Willie Davis.

And for 1970, the Pack is in the hands of Coach Bengtson.

## Green Bay 1970 Schedule

September 20	.....DETROIT	1:00 p.m.
September 27	.....ATLANTA	1:00 p.m.
October 4	.....MINNESOTA (Mil)	3:00 p.m.
October 12	.....at San Diego	6:00 p.m.
October 18	.....LOS ANGELES	1:00 p.m.
October 25	.....PHILADELPHIA (Mil)	1:00 p.m.
November 1	.....at San Francisco	1:00 p.m.
November 9	.....BALTIMORE (Mil)	8:00 p.m.
November 15	.....CHICAGO	1:00 p.m.
November 22	.....at Minnesota	1:00 p.m.
November 26	.....at Dallas	2:30 p.m.
December 6	.....at Pittsburgh	1:00 p.m.
December 13	.....at Chicago	1:00 p.m.
December 20	.....at Detroit	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Green Bay	17	.....CHICAGO	0
"	14	.....SAN FRANCISCO (M)	7
"	7	.....Minnesota	19
"	28	.....Detroit	17
"	21	.....Los Angeles	34
"	28	.....ATLANTA	10
"	38	.....Pittsburgh	34
"	6	.....Baltimore	14
"	7	.....MINNESOTA (M)	9
"	10	.....DETROIT	16
"	20	.....NEW YORK (M)	10
"	7	.....Cleveland	20
"	21	.....Chicago	3
"	45	.....ST. LOUIS	28
TOTALS	269		221

FINAL RECORD: WON 8 – LOST 6

(Home Games Capitalized)

# Green Bay Key Players



**\*HERB ADDERLEY, DB, 6-1, 200, 10th Yr., Age 31, Mich. State.**

Five times All-NFL selection, he's ideal cornerback blending toughness, savvy and speed. Sure, hard tackler, he had five interceptions in '69, running career total to 39 for 815 yards returned, NFL record of seven TDs. Also kickoff return man.

**DONNY ANDERSON, RB, 6-3, 220, 5th Yr., Age 27, Texas Tech.**

All-purpose back has had up and down career, yet has great versatility. Had only 288 yards rushing last year after 761-yard harvest in 1968. Fine receiver, he also doubles as Packer punter, showing 40.2 average in 1969.



**CARROLL DALE, WR, 6-2, 200, 11th Yr., Age 32, VPI.**

Obtained from Rams in '65 trade, veteran receiver shows no signs of slowing down. Led club with 45 catches for 875 yards and six TDs in '69, now has career totals of 328 receptions for a total of 45 touchdowns.

**DOUG HART, DB, 6-0, 190, 7th Yr., Age 31, UTA.**

Dependable veteran, who had been reserve for several years, enjoyed fine season in '69 as safetyman. Solid tackler, all-around hustler, he had three interceptions for 156 yards returned, including 85-yard TD romp.



**TRAVIS WILLIAMS, RB, 6-1, 210, 4th Yr., Age 25, Arizona St.**

Speed merchant set NFL record for kickoff returns in 1967 with 41.1 average and four touchdowns, now has become solid and versatile back. Had 539 yards rushing last year, caught 27 passes and led scorers with nine TDs for 54 points.

**GALE GILLINGHAM, Guard, 6-3, 255, 5th Yr., Age 26, Minnesota.**

No. 1 draft choice in 1966, former college fullback and tackle has made successful transition to offensive guard. Very quick, leads sweeps well. Tough on short yardage and developing into masterful pass-blocker. Was Coaches' All-American.



**JIM GRABOWSKI, Fullback, 6-2, 220, 5th Yr., Age 26, Illinois.**

No. 1 draft choice for 1966, rugged fullback underwent knee surgery during 1967 season, but bounced back to have impressive season in 1968 with 518 yards rushing. Outstanding blocker, he holds Packer record for most rushes in one game, 32.

**BOB JETER, DB, 6-1, 205, 8th Yr., Age 33, Iowa.**

No. 2 draft choice in 1960, played in Canada for a while, then joined Pack in '63 as a receiver. Switched to cornerback and has since been All-NFL. Had three steals last year, now shows 19 for 285 yards and two TDs in career.



\* Traded to Dallas





**LIONEL ALDRIDGE, DE, 6-4, 245, 8th Yr., Age 29, Utah State.**

Veteran defender has played in shadow of Willie Davis during career with Packers, but has nonetheless been a solid and dependable performer. With Davis now retired, he becomes only remaining front-four man from Super Bowl teams of 1967-68.

**RAY NITSCHKE, LB, 6-3, 240, 13th Yr., Age 33, Illinois.**

Epitome of the middle linebacker... tough, shrewd, far-ranging, former college fullback has long made the big plays. Four times All-NFL choice, MVP in '62 championship game, he had two interceptions last season for return of 32 yards.



**DAVE ROBINSON, LB, 6-3, 245, 8th Yr., Age 29, Penn State.**

No. 1 draft choice in 1963, outside linebacker has great speed, agility. Among best in business at pass dropping, twice All-NFL, won MVP honors in 1968 Pro Bowl. Two interceptions in 1968 raised career total to 14 for 235 yards returned.

**BART STARR, QB, 6-1, 200, 15th Yr., Age 36, Alabama.**

Despite some minor injuries, veteran star finished as No. 2 passer in NFL in '69 with a 62.2% completion mark. Ranks as No. 3 passer of all time, and is perhaps greatest third-down QB in pro history. Originally a No. 17 draft choice!



**WILLIE WOOD, DB, 5-10, 190, 11th Yr., Age 33, USC.**

Signed as free agent, safetyman has since been great player for Pack. Had three interceptions in '69, now totals 40 for 577 yards returned, two TDs. All-NFL five times, he has also amassed 1,274 yards on punt returns, scored two TDs as well.

### **Phil Bengtson** *Head Coach*



Few, if any, coaches have ever had a tougher act to follow than the Packers' Phil Bengtson. When Vince Lombardi stepped down as head man of the club after winning six divisional titles, five NFL crowns and two Super Bowls, Phil was faced with the pressure job of producing encores. As fate would have it, he was plagued by a rash of injuries in his first year as head coach in 1968, and the Packers fell to a final 6-7-1 reading. This, despite the absence of quarterback Bart Starr for four games and several of the front four also hors de combat. While injuries continued to crop up in 1969, the Packers nonetheless came back into winning ways, finishing with an 8-6 record and proved to be a rugged foe each and every week. Bengtson's background prior to assuming the head coaching job was an impressive one. For nine years, he served as Lombardi's chief assistant as defensive coach — and defense was a big reason for Green Bay's success over the Lombardi era. Before coming to Green Bay, Phil was an assistant for eight years with the San Francisco 49ers. An All-American tackle at the University of Minnesota, Phil never played pro football... but his knowledge of the game is certainly most impressive.

# Green Bay 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro		No.	Name	Pos.	Ht.	Wt.	Pro	
					Age	Yr.						Age	Yr.
82	Aldridge, L.	DE	6-4	245	29	8	88	Jones, R.	TE	6-3	220	23	2
44	Anderson, D.	RB-P	6-3	210	27	5	62	Lueck, B.	G	6-4	235	24	3
47	Bowman, K.	C	6-3	230	27	7	32	Lusteg, B.	K	5-11	190	31	4
61	Bradley, D.	G	6-4	245	23	2	—	MacKinnon, J.	TE	6-4	240	30	10
78	Brown, B.	DT	6-5	260	30	5	38	Mercer, M.	K	6-0	217	34	10
53	Carr, F.	LB	6-5	238	24	3	70	Moore, R.	DT	6-6	285	23	2
84	Dale, C.	WR	6-2	200	32	11	66	Nitschke, R.	LB	6-3	235	33	13
55	Flanigan, J.	LB	6-3	240	25	5	71	Peay, F.	T	6-5	250	26	5
81	Fleming, M.	TE	6-4	235	28	8	89	Robinson, D.	LB	6-3	240	29	8
68	Gillingham, G.	G	6-3	255	30	5	47	Rule, G.	S	6-2	180	24	3
33	Grabowski, J.	RB	6-2	220	30	5	85	Spilis, J.	WR	6-3	205	23	2
25	Hampton, D.	RB	6-0	210	23	2	15	Starr, B.	QB	6-1	190	36	15
43	Hart, D.	S	6-0	190	31	7	10	Stevens, B.	QB	6-2	195	25	3
77	Hayhoe, D.	OT	6-8	258	24	2	83	Vandersea, P.	DE	6-3	235	27	5
—	Hilton, J.	TE	6-5	225	28	6	73	Weatherwax, J.	DT	6-7	260	27	5
72	Himes, D.	T	6-4	244	24	3	31	Williams, P.	RB	6-2	219	23	2
13	Horn, D.	QB	6-2	195	25	4	23	Williams, T.	RB	6-1	210	24	4
27	James, C.	WR	6-2	190	26	4	58	Winkler, F.	DE	6-3	230	24	3
21	Jeter, B.	CB	6-1	205	33	8	24	Wood, W.	S	5-10	190	33	11

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	McCOY, Mike.....	DT	Notre Dame from Chicago
	McGEORGE, Rich.....	TE	Elon
2.	MATTHEWS, Al.....	DB	Texas A&M
3.	CARTER, James.....	LB	Minnesota
4.	ELLIS, Ken.....	WR	Southern U
	BUTLER, Skip.....	K	Texas-Arlington from Baltimore
5.	PRYOR, Cecil.....	DE	Michigan
6.	HUNT, Ervin.....	DB	Fresno State
7.	WALKER, Cleo.....	C	Louisville
8.	MJOS, Tim.....	RB	North Dakota State
9.	REINHARD, Bob.....	G	Stanford
10.	MELBY, Russ.....	DT	Weber State
	PATRICK, Frank.....	TE	Nebraska from Washington

## Green Bay 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs	Kickoff Ret.	No.	Yds.	Avg.	Long	TDs
T. Williams	128	539	4.2	39	4	Hampton	22	592	26.9	87	1
Anderson	87	288	3.3	16	1	T. Williams	22	544	24.7	96	1
Hampton	80	365	4.6	53	4	Robinson	3	31	10.3	15	0
Grabowski	73	261	3.6	22	1	Pitts	1	22	22.0	22	0
Pitts	35	134	4.0	13	0	Gillingham	1	13	13.0	13	0
P. Williams	18	55	3.1	13	0	P. Williams	1	0	00.0	0	0
Starr	7	60	8.6	18	0	Hyland	1	0	00.0	0	0

Passing	Att.	Comp.	Pct.	Yds.	TDs	Int.	Punt Ret.	No.	Yds.	Avg.	Long	TDs
Starr	148	92	62.2	1161	9	6	Pitts	16	60	3.8	10	0
Horn	168	89	53.0	1505	11	11	T. Williams	8	189	30.5	83	1
Stevens	3	1	33.3	12	0	0	Wood	8	38	4.8	13	0

Pass Rec.	No.	Yds.	Avg.	Long	TDs	Punting	No.	Yds.	Avg.	Long
Dale	45	875	19.4	48	6	Anderson	58	2332	40.2	58
Dowler	31	477	15.4	45	4	Dowler	1	34	34.0	34

						Scoring	TDR	TDP	TDs	PAT	FG	Pts.
T. Williams	27	273	10.1	60	3	T. Williams	6	3	9	0	0	54
Fleming	18	226	12.6	23	2	Hampton	5	2	7	0	0	42
Hampton	15	216	14.4	50	2	Mercer	0	0	0	23	5	38
Grabowski	12	98	8.2	25	1	Dale	0	6	6	0	0	36
Anderson	14	308	22.0	51	1	Dowler	0	4	4	0	0	24
Pitts	9	47	5.2	21	1	Lusteg	0	0	0	12	1	15

Interceptions	No.	Yds.	Long	TDs.	Lustig	0	0	0	12	1	15
					Anderson	1	1	2	0	0	12
Adderley	5	169	80	1	Grabowski	1	1	2	0	0	12
Hart	3	156	85	1	Fleming	0	2	2	0	0	12
Wood	3	40	21	0	Pitts	0	1	1	0	0	6
Jeter	3	30	30	0	Adderley	1	0	1	0	0	6
Nitschke	2	32	20	0	Horn	1	0	1	0	0	6
Caffey	2	1	1	0	Hart	1	0	1	0	0	6

## Green Bay All-Time Club Leaders

### RUSHING

Jim Taylor, with 1,811 carries for 8,207 yards. (1958-'66)  
 Tony Canadeo, with 1,025 carries for 4,197 yards. (1941-'44, '46-'52)  
 Clarke Hinkle, with 1,180 carries for 3,877 yards. (1932-'41)

### PASSING

Bart Starr, with 1,644 completions in 2,849 attempts for 22,787 yards and 144 TDs. (1956-'69)  
 Tobin Rote, with 826 completions in 1,854 attempts for 11,535 yards and 89 TDs. (1950-'56)

### PASS RECEIVING

Don Hutson, with 489 receptions for 8,010 yards and 101 TDs. (1935-'45)  
 Boyd Dowler, with 448 receptions for 6,918 yards and 40 TDs. (1959-'69)  
 Max McGee, with 345 receptions for 6,443 yards and 51 TDs. (1954, '57-'67)

### INTERCEPTIONS

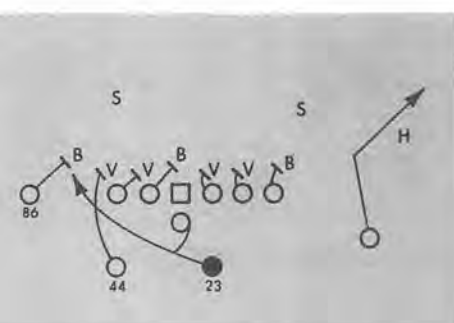
Bob Dillon, with 52. (1952-'59)

### SCORING

Don Hutson, with 823 points. (1935-'45)  
 Paul Hornung, with 760 points. (1957-'62, '64-'66)  
 Jim Taylor, with 546 points. (1958-'66)

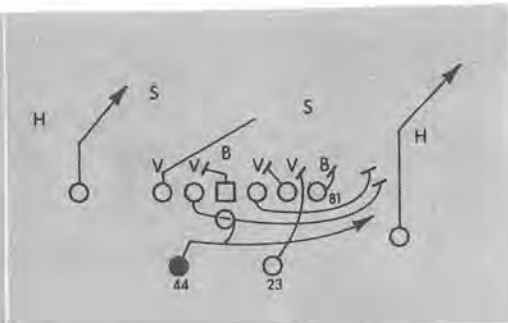
## The Big Play

Since the running strength of most pro teams is to their own right side, the tactic of coming back to the left (or weak) side on running plays is often highly effective. In Diagram A, the Green Bay Packers run a weakside slant with fullback Travis Williams (23) carrying the ball behind key blocks by his running mate, Donny Anderson (44) and split end Carroll Dale (84). The left side of the Packer line blocks down — or away from Williams' intended path. Anderson, moving quickly toward the line as the play unfolds, blocks the defensive right end, driving him to the inside or, if that doesn't work, at least screening him out of the play. Dale angles down on the outside linebacker, the man most likely to stop the play, and takes him with a crack-back block. As with most running plays, this one has more than one option for Williams. As soon as he takes the handoff, Travis looks up front to size up the blocking pattern. If Dale and Anderson have taken their men to the inside, he can turn the slant into an end sweep. If, however, the hole opens to the inside — well, that's where Travis heads at full throttle. He has about two seconds to make up his mind. Thereafter, there may not be running room anywhere.



**Diagram A**

FULLBACK WEAKSIDE SLANT



**Diagram B**

PACKER POWER SWEEP

Of all the plays run by the Green Bay Packers over the seasons, none has been more successful — or more discussed — than the Packer power sweep outlined in Diagram B. This is old-time football: raw power and maximum blocking at the point of attack. The strategy is basic — get as many men as possible out ahead of the ball-carrier, in this case Donny Anderson (44). The Packers achieve this by pulling both guards. They race laterally to the right and turn upfield to form a blocking screen for Anderson. Travis Williams (23) drives into the line and blocks the defensive left end while tight end John Hilton (82) turns in the opposing left linebacker. This creates a running lane for Anderson and puts a lot of manpower out ahead of him. At the snap, Donny takes two quick jag steps straight toward the line, hoping to keep the linebackers honest for a split second, bellies to the right, waits for his guards to get out in front — and then, when the area has been cleared, he turns upfield under a full head of steam.

## Packers in Action



**RUNNING** back Jim Grabowski (33) drives forward for yardage against Steelers before linebacker Ray May (59) can make the stop.



**FIRST** down coming up as Donny Anderson (44) takes handoff from Don Horn on quick opener against Cleveland.

# LOS ANGELES RAMS



**THE HEART** of the Ram defense is perennial All-Pro Deacon Jones (75), shown here en route to 49er quarterback John Brodie.

**T**he Los Angeles Rams came into existence in 1946 as a West Coast member of the NFL, bringing to L.A. an established championship team. The club had joined the NFL in 1937 as the Cleveland Rams, and the year prior to moving to Los Angeles, had swept to the conference crown with a 9-1 record, and then nipped the Redskins 15-14 for the NFL title in zero weather.

Club president Dan Reeves then took a bold step. Realizing that pro football was on the threshold of a tremendous increase in public interest, he moved to the West Coast to take advantage of an area which had hardly been cultivated by the pros... and made it pay off. With him came that title team

and the astute quarterback Bob Waterfield, and soon to add more luster were players like Tommy Harmon, Les Horvath, Norm Van Brocklin, Tank Younger, Elroy Hirsch and Tom Fears. And, in a five-year span from 1949 to 1953, the Rams won three conference titles, tied for a fourth, won another NFL crown and, over a span of 60 games, won 42 and lost only 15 with 3 ties.

The Rams became a spectacular offensive team, and through the years have continued to be in that category, whether the emphasis was on offense or on defense. No matter where the accent falls, excitement has long been the name of the game in L.A.

## Los Angeles 1970 Schedule

September 18	.....ST. LOUIS	.....8:00 p.m.
September 27	.....at Buffalo	.....1:00 p.m.
October 4	.....SAN DIEGO	.....1:00 p.m.
October 11	.....SAN FRANCISCO	.....1:00 p.m.
October 18	.....at Green Bay	.....1:00 p.m.
October 26	.....at Minnesota	.....8:00 p.m.
November 1	.....at New Orleans	.....1:00 p.m.
November 8	.....ATLANTA	.....1:00 p.m.
November 15	.....NEW YORK JETS	.....1:00 p.m.
November 22	.....at Atlanta	.....1:00 p.m.
November 29	.....at San Francisco	.....1:00 p.m.
December 6	.....NEW ORLEANS	.....1:00 p.m.
December 14	.....DETROIT	.....6:00 p.m.
December 20	.....at New York Giants	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Los Angeles	27	.....Baltimore	20
"	17	.....ATLANTA	7
"	36	.....NEW ORLEANS	17
"	27	.....San Francisco	21
"	34	.....GREEN BAY	21
"	9	.....Chicago	7
"	38	.....Atlanta	6
"	41	.....SAN FRANCISCO	30
"	23	.....Philadelphia	17
"	24	.....DALLAS	23
"	24	.....Washington	13
"	13	.....MINNESOTA	20
"	0	.....Detroit	28
"	7	.....BALTIMORE	13
TOTALS	<u>320</u>		<u>243</u>

FINAL RECORD: WON 11 — LOST 3

(Home Games Capitalized)



# Los Angeles Key Players



**LES JOSEPHSON, RB, 6-1, 207, 6th Yr., Age 27, Augustana.**

Rugged back returned to action last year after injury in 1968, rushed for 461 yards and 3.7 average and proved to be as fine a blocker as always. Also grabbed 32 passes for another 295 yards, scored two TDs.

**MAXIE BAUGHAN, LB, 6-1, 230, 11th Yr., Age 31, Georgia Tech.**

Came to L.A. from Eagles in 1966 trade and has been defensive general for Rams ever since. All-NFL choice several times, he's been a Pro Bowler eight times in nine years. Had four interceptions in 1968 for 29 yards returned.



**BOB BROWN, Tackle, 6-5, 295, 7th Yr., Age 28, Nebraska.**

Generally considered to be the top offensive tackle in the league. Had knee surgery after 1967 season. No. 1 draft choice after All-American career in college, he was All-NFL and Pro Bowl choice in both 1965 and 1966. Traded to Los Angeles from Philadelphia.

**LARRY SMITH, RB, 6-3, 220, 2nd Yr., Age 22, Florida.**

Top draft choice in 1969 turned out to be a top rookie. Led club in rushing with 599 yards and 3.6 average, caught 46 passes for 300 yards, scored three TDs. Everyone agrees that he has an outstanding future.



**CHARLIE COWAN, T, 6-4, 265, 10th Yr., Age 32, N. Mex. Highlnds.**

Veteran right tackle is rated as most physically talented performer on front wall by coach George Allen. A No. 4 draft choice in 1961, he has been solid man ever since. Gets particularly high ratings as topnotch pass blocker.

**ROMAN GABRIEL, QB, 6-4, 220, 9th Yr., Age 30, N. Carolina St.**

Big, strong QB ranked No. 4 among NFL passers in 1969, throwing for 217 completions, 2,549 yards and a league-leading 24 TD connections. Had only 7 interceptions to also lead the loop. Inspirational leader, now at his peak.



**DAVID JONES, DE, 6-5, 250, 10th Yr., Age 31, S. Carolina State.**

Unanimous All-Pro four years straight, rated as finest DE in pro football, one of best of all time. Voted NFL's MVP in '67, he is superb performer who gets the job done despite double-teaming, triple-teaming by opposition.

**JOE SCIBELLI, Guard, 6-0, 255, 10th Yr., Age 30, Notre Dame.**

Coming off a knee operation, but when he's healthy he's as tough as any guard in the business. Rugged veteran has been a mainstay of tough Ram forward unit, equally as adept on pass blocking as pulling for sweeps.





**TOM MACK, Guard, 6-3, 250, 5th Yr., Age 25, Michigan.**

QB Roman Gabriel was dropped only 14 times last year attempting to pass . . . and one of the big reasons is this outstanding guard who is now in his prime. Big, strong, extremely quick, he's a dedicated and outstanding performer.

**MERLIN OLSEN, DT, 6-5, 270, 9th Yr., Age 30, Utah State.**

All-Pro star has been in Pro Bowl seven times in seven years. Playing alongside Jones, gives Rams tremendous strength in front wall. No. 1 draft choice in 1962, has been rated among top three defensive tackles ever since.



**JACK PARDEE, LB, 6-2, 225, 13th Yr., Age 34, Texas A&M.**

Veteran outside LB continues to be outstanding player: All-Pro in 1963, came out of temporary retirement in '66 to return to Rams. Had two interceptions in '68, returned both for TDs. Also had two interception TDs in 1967.

**JACK SNOW, WR, 6-2, 190, 6th Yr., Age 27, Notre Dame.**

Has been leading Ram pass receiver since joining club. Last year he had 49 grabs for 734 yards and six TDs and continued to be smooth, deep threat. He now shows 178 catches in five seasons for 23 touchdowns.



**BILLY TRUAX, TE, 6-5, 7th Yr., Age 27, LSU.**

Came to Rams in trade with Cleveland in 1964 and has been a genuine all-around man ever since. Had 37 catches for 431 yards and five TDs last year. Very powerful blocker, he is one of most versatile tight ends in game.



### **George Allen** *Head Coach*

The resurgence of the Los Angeles Rams as a power in the Western Conference coincides with the naming of George Allen as head coach in 1966. After winning just four games in 1965, the Rams have come on since then to post an overall record of 40 wins, 13 losses and three ties. Allen, primarily a defensive specialist during his years as an assistant to George Halas in Chicago, has given the Rams a versatile, well-balanced offense to blend with one of the strongest of all defensive units in pro football. Allen is another coach who never played pro football. He was a college football player at Marquette in 1944, and later a wrestler at the University of Michigan. He became a coach at Morningside College in Iowa for three years, then moved to Whittier College in California as head coach from 1951 through 1956. He began his pro coaching career in 1957 as end coach of the Rams, then moved to Chicago to serve as an assistant to Halas in 1958 where he turned out top defensive units, particularly in 1963 when Chicago won the NFL crown, and the Bear defense led the NFL in 10 categories.

# Los Angeles 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
37	Alexander, K.	CB	5-11	186	29	8	20	Mason, T.	RB	6-1	195	30	10
79	Bacon, C.	DT	6-4	270	26	3	68	McRae, F.	DT	6-7	255	26	2
* 22	Bass, D.	RB	5-10	193	33	11	21	Meador, E.	S	5-11	190	32	12
* 63	Boeke, J.	T	6-5	260	33	10	19	Nettles, J.	CB	5-10	177	28	6
55	Baughan, M.	LB	6-1	230	31	11	74	Olsen, M.	DT	6-5	270	29	9
76	Brown, B.	T	6-4½	290	28	7	32	Pardee, J.	LB	6-2	225	33	13
78	Brown, R.	DT	6-5	285	32	11	52	Pergine, J.	LB	6-1	225	23	2
51	Burman, G.	C-G	6-3	255	27	5	17	Petibon, R.	S	6-3	208	31	12
89	Cash, R.	DE	6-5	260	24	3	66	Pottios, M.	LB	6-2	232	30	10
73	Cowan, C.	T	6-4	265	31	10	53	Purnell, J.	LB	6-3	238	28	7
56	Crutcher, T.	LB	6-3	230	28	7	27	Ray, D.	PK-WR	6-0	195	25	2
88	Curran, P.	TE	6-3	238	24	2	—	Richter, F.	LB	6-3	230	24	4
46	Daniel, W.	CB	5-11	190	32	10	81	Schumacher, G.	DE	6-2	240	27	3
43	Dennis, M.	RB	6-1	207	25	3	71	Scibelli, J.	G	6-0	255	30	10
33	Ellison, W.	RB	6-2	200	24	4	44	Shaw, N.	S	6-2	205	24	2
18	Gabriel, R.	QB	6-4	220	29	9	38	Smith, L.	RB	6-3	220	22	2
36	Halverson, D.	LB	6-2	220	23	2	41	Smith, R.	CB-S	6-1	192	26	6
23	Haymond, A.	S-CB	6-0	194	27	7	84	Snow, J.	WR	6-2	190	27	6
50	Iman, K.	C	6-1	240	31	10	28	Studstill, P.	WR-P	6-0	175	31	9
70	Johnson, M.	T	6-4	250	28	6	72	Talbert, D.	DE	6-5	255	25	4
75	Jones, D.	DE	6-5	250	31	10	87	Truax, B.	TE	6-5	235	26	7
34	Josephson, L.	RB	6-1	207	27	6	14	Tucker, W.	WR	5-11	185	26	4
80	Klein, B.	TE	6-5	235	22	2	24	Williams, C.	CB	6-3	194	27	6
64	LaHood, M.	G	6-3	248	25	2	77	Wilson, J.	T	6-3	258	27	5
15	Lane, G.	QB	6-0	210	27	4	57	Woodlief, D.	LB	6-3	225	26	6
65	Mack, T.	G	6-3	250	25	5							

\* Retired

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	REYNOLDS, Jack.....	LB	Tennessee
2.	WILLIAMS, Charles .....	WR	Prairie View A&M
	from San Francisco		
	Choice to San Francisco thru Philadelphia.....		
3.	Choice to Baltimore thru Philadelphia.....		
4.	Choice to Chicago.....		
5.	Choice to New Orleans.....		
6.	Choice to Atlanta.....		
7.	PROVOST, Ted.....	DB	Ohio State
	from Philadelphia		
	NELSON, Bill.....	DT	Oregon State
	from Atlanta		
	Choice to Washington.....		
8.	SAUL, Rick.....	LB	Michigan State
9.	GRAHAM, David .....	T	New Mexico Highlands
10.	OPALSKY, Vince.....	RB	Miami

# Los Angeles 1969 Club Leaders

<b>Rushing</b>	<b>Att.</b>	<b>Yards</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>		<b>No.</b>	<b>Yards</b>	<b>Long</b>	<b>TDs</b>			
Smith ....	166	599	3.61	46	1	Pottios .....	1	16	16	0			
Josephson ..	124	461	3.72	17	0	Daniel .....	1	13	13	0			
Gabriel ....	35	156	4.46	22	5								
Mason ....	33	135	4.09	17	1	<b>Kickoff Ret.</b>	<b>No.</b>	<b>Yards</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>		
Ellison ....	20	56	2.80	15	1	Smith .....	27	585	21.67	37	0		
Meador ....	1	5	5.00	5	0	Haymond ...	16	375	23.40	36	0		
Bass .....	1	1	1.00	1	0	Lang .....	4	70	17.50	25	0		
Lang .....	1	1	1.00	1	0	Curran ....	2	28	14.00	22	0		
						Ellison ....	2	38	19.00	22	0		
<b>Passing</b>	<b>Att.</b>	<b>Comp.</b>	<b>Pct.</b>	<b>Yards</b>	<b>TDs</b>	<b>Int.</b>	Burman ....	1	11	11.00	11	0	
Gabriel ..	399	217	.544	2549	24	7	Klein .....	1	0	0.00	0	0	
Sweetan ..	13	5	.385	101	1	0							
Ellison ..	2	0	.000	0	0	0	<b>Punt Ret.</b>	<b>No.</b>	<b>Yards</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>	
Smith ....	1	0	.000	0	0	0	Haymond ...	33	435	13.18	52	0	
Meador ...	1	0	.000	0	0	0	Smith .....	23	122	5.30	21	0	
							Meador ....	1	-1	-1.00	0	0	
<b>Pass Rec.</b>	<b>No.</b>	<b>Yards</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>		Pergine ....	1	0	0.00	0	0	
Snow .....	49	734	14.98	74	6								
Smith .....	46	300	6.52	38	2		<b>Punting</b>	<b>No.</b>	<b>Yards</b>	<b>Avg.</b>	<b>Long</b>		
Tucker .....	38	629	16.55	93	7		Studstill .....	.80	3259	40.74	60		
Truax .....	37	431	11.65	49	5								
Josephson ..	32	295	9.22	51	2		<b>Scoring</b>	<b>TDR</b>	<b>TDP</b>	<b>TDs</b>	<b>PAT</b>	<b>FG</b>	<b>Pts.</b>
Mason .....	11	185	16.92	67	1		Gossett .....	0	0	0	36	22	102
							Tucker .....	0	7	7	0	0	42
<b>Interceptions</b>	<b>No.</b>	<b>Yards</b>	<b>Long</b>	<b>TDs</b>			Snow .....	0	6	6	0	0	36
Meador .....	5	97	38	2			Gabriel ....	5	0	5	0	0	30
Petitbon .....	5	46	25	0			Truax .....	0	5	5	0	0	30
Williams .....	4	97	40	0			Smith .....	1	2	3	0	0	18
Woodlief .....	4	29	10	0			Mason .....	1	1	2	0	0	12
Smith .....	3	70	24	1			Josephson ..	0	2	2	0	0	12
Nettles .....	2	37	25	0			Meador .....	2	0	2	0	0	12
Pardee .....	1	19	19	0			Ellison ....	1	1	2	0	0	12

# Los Angeles All-Time Club Leaders

## RUSHING

Dick Bass, with 1,209 carries for 5,417 yards. (1960-'69)  
 Dan Towler, with 672 carries for 3,493 yards. (1950-'55)

## PASSING

Norm Van Brocklin, with 1,101 completions in 1,897 attempts for 16,114 yards and 118 TDs. (1949-'57)  
 Roman Gabriel, with 1,149 completions in 2,231 attempts for 15,406 yards and 109 TDs. (1962-'69)

## PASS RECEIVING

Tom Fears, with 400 receptions for 5,397 yards. (1948-'56)  
 Elroy Hirsch, with 343 receptions for 6,289 yards. (1949-'57)

## INTERCEPTIONS

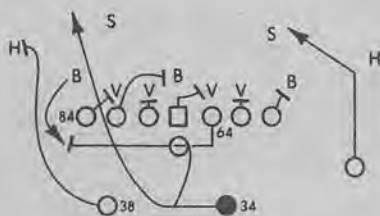
Ed Meador, with 43. (1959-'69)  
 Will Sherman, with 28. (1954-'60)

## SCORING

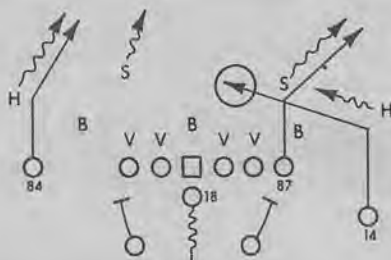
Bob Waterfield, with 573 points. (1945-'52)  
 Bruce Gossett, with 561 points. (1964-'69)

## The Big Play

The Los Angeles Rams get good mileage out of the weakside sweep trap shown in Diagram A largely because they present the defense with one picture and then strike another area. The play starts as a wide sweep with quarterback Roman Gabriel handing off to halfback Les Josephson (34), who follows his running mate Larry Smith (38) on what appears to be a wide sweep around left end. The enemy's right corner linebacker smells sweep, too, and he moves in to try and jam the play before Josephson turns the corner. This is what the Rams hope he will do. As the linebacker penetrates, the Rams wipe him out with a trap block by right guard Mike LaHood (64), who pulls low and drives laterally along the line, catching the linebacker from the side as he comes across. Split end Jack Snow (84) makes a key block on this play, too, sealing off the defensive end. Halfback Smith goes wide and tries to eliminate the defensive corner back – or at least screen him out of the play while Josephson, a quick runner with fine acceleration, drives into the line behind LaHood's trap block and heads for the open field. As with most other trap plays, this one depends a great deal on timing. Josephson can't make his cut and drive too soon; he must wait until the linebacker has been lured in close and ridden out.



**Diagram A**  
WEAKSIDE SWEEP TRAP



**Diagram B**  
FLANKER QUICK SLANT

There is nothing fancy or deceptive about the flanker quick slant shown in Diagram B. Its success depends mainly on the speed and cutting ability of flanker Wendell Tucker (14) and the pin-point passing and quick release of quarterback Roman Gabriel (18). The Rams force the defense into single coverage by sending tight end Billy Truax (87) on a deep down-and-out route that pulls the strongside safety away from the intended target zone. Split end Jack Snow (84) occupies the two defensive backs on the opposite side of the field. This leaves the swift Tucker in a single coverage situation with the defensive back on his side. At the snap, Tucker drives straight at his man, building up speed over the first 10 yards and making the pattern look like a deep fly route. As the defensive back loosens up (or drops back), the Rams' flanker breaks it off and cuts on a sharp path over the middle. This sudden change of direction, plus Tucker's speed, usually gets him open for a split second – and that's when big Gabriel fires.

## Rams in Action



**ABOUT** to be decked is Jim Nettles (9) of the Eagles as Ram guard Tom Mack leads the way for hard-running Les Josephson.



**A FINE** rookie year was enjoyed by Larry Smith in 1969. Here's the 220-pounder off for a good gain against the Kansas City Chiefs.

# MINNESOTA VIKINGS



**RUGGED** defense is a trademark of the Vikings — as shown here. That's All-Pro Carl Eller (81) stacking up a runner with Lonnie Warwick coming up to lend assistance.

**W**hen the Minnesota Vikings were granted an NFL franchise on January 28, 1960, it culminated a decade-long quest by football enthusiasts in that area. Once league-sanctioned, it came as no great surprise that the club selected the name "Vikings", considering the geographical location and two of the team founders being named Ole Haugrud and H. P. Skoglund.

Too, the new club assumed the state name of Minnesota for the franchise with the intent of representing the entire state, and not just the twin cities of Minneapolis and St. Paul... the first time any pro franchise had taken such an approach.

The first Viking team assembled that summer in Bemidji, Minn. under coach Norm Van Brocklin, worked very hard and, in its first game, stunned the Chicago Bears 37-13 behind rookie quarterback Fran Tarkenton. Minnesota went on to win three games in its maiden season, improved to a fourth-place finish in the West two years later, and then an 8-5-1 mark for second-place in 1964. The culmination of the work that went into the formation of the club took place in 1969 when the defensive-minded Vikings won the NFL championship... only to come to grief in the Super Bowl at the hands of the offensive-minded Chiefs.



# Minnesota 1970 Schedule

September 20	.....KANSAS CITY	.....3:00 p.m.
September 27	.....NEW ORLEANS	.....1:00 p.m.
October 4	.....at Green Bay (Mil)	.....3:00 p.m.
October 11	.....at Chicago	.....1:00 p.m.
October 18	.....DALLAS	.....3:00 p.m.
October 26	.....LOS ANGELES	.....8:00 p.m.
November 1	.....at Detroit	.....1:00 p.m.
November 8	.....at Washington	.....1:00 p.m.
November 15	.....DETROIT	.....1:00 p.m.
November 22	.....GREEN BAY	.....1:00 p.m.
November 29	.....at New York Jets	.....1:00 p.m.
December 5	.....CHICAGO	.....12:00 p.m.
December 13	.....at Boston	.....1:00 p.m.
December 20	.....at Atlanta	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Minnesota	23	.....New York	24
"	52	.....BALTIMORE	14
"	19	.....GREEN BAY	7
"	31	.....Chicago	0
"	27	.....St. Louis	10
"	24	.....DETROIT	10
"	31	.....CHICAGO	14
"	51	.....CLEVELAND	3
"	9	.....Green Bay (M)	7
"	52	.....PITTSBURGH	14
"	27	.....Detroit	0
"	20	.....Los Angeles	13
"	10	.....SAN FRANCISCO	7
"	3	.....Atlanta	10
TOTALS	<u>379</u>		<u>133</u>

FINAL RECORD: WON 12 – LOST 2

(Home Games Capitalized)

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## Minnesota Key Players

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**BILL BROWN, Fullback, 5-11, 230, 10th Yr., Age 32, Illinois**

Rugged runner, good blocker, excellent pass receiver, he's been top performer since coming to Vikes in '62 trade with Bears. Had 430 yards rushing last year, caught 21 passes, now has career marks of 4,868 yards rushing, 219 passes caught.

**CARL ELLER, DE, 6-6, 265, 7th Yr., Age 28, Minnesota.**

Powerful defensive player came into his own in '68 and '69 to win All-NFL honors, Pro Bowl designation. Bounced back from 1967 knee surgery to become masterful pass-rusher, leader of Vikings' fine defensive unit. Great speed for big man.



**CLINTON JONES, Halfback, 6-0, 206, 4th Yr., Age 25, Mich. St.**

Former All-American had 536 yards rushing for 4.2 average in '68, first full season of work after spot duty as rookie. Quick starter, strong runner, hard worker, he was No. 1 draft choice for 1967. Had 96-yard kickoff TD return as rookie.

**JOE KAPP, QB, 6-3, 215, 4th Yr., Age 32, California**

Vikings' leader led club all the way to Super Bowl with rugged style of play. Strong runner, he tied NFL one-game TD mark with seven in '69. Season totals showed 120 completions, 1,726 yards gained and 19 TD throws.



**PAUL KRAUSE, DB, 6-3, 195, 7th Yr., Age 28, Iowa.**

Came to Vikes in 1968 trade with Redskins, promptly led club in interceptions with seven. That brought total of steals to 35 in just five seasons of play. Named All-NFL 1964-1965, led league in interceptions with 12 as a rookie. Had 5 in 1969.

**GARY LARSEN, DT, 6-5, 260, 7th Yr., Age 30, Concordia.**

Acquired in 1965 trade with Rams, has been a regular DT for four seasons, and had one of best years in '69 as Vikings proved to be among toughest defensive units in NFL. Valuable as a swingman at any position on front four.



**JIM MARSHALL, DE, 6-3, 260, 11th Yr., Age 32, Ohio State.**

Team defensive leader, he's an "iron man", having played in 142 straight games. Came to club from Cleveland in 1961 trade, he's captain of defensive team. Extremely nimble and quick for a big man, he's ideal pass-rusher.

**DAVE OSBORN, Halfback, 6-0, 205, 6th Yr., Age 27, N. Dakota.**

After great season in '67 in which he rushed for 972 yards and 4.5 average, sat out 10 games with injuries in '68, managed only 42 carries for 140 yards. Came back with 643 yards to lead club in '69.





**ALAN PAGE, DT, 6-4, 260, 4th Yr., Age 25, Notre Dame.**

First round draft choice won starting role as a rookie, turned in top job. Improved even more in '69 to become one of the finest young defensive tackles in pro football. Strong, quick, he's top pass rusher, also tough against run.



**BOBBY BRYANT, DB, 6-1, 170, 3rd Yr., Age 26, So. Carolina.**

Slender cornerback turned in a topnotch season before suffering injury which kept him out of title games and Super Bowl. Quick and agile, he had eight interceptions for 97 yards returned to pace the Vikings in that department.



**MICK TINGELHOFF, Center, 6-2, 237, 9th Yr., Age 30, Nebraska.**

All-Pro, Pro bowler five straight years, ranks as No. 1 pivotman in NFL. Signed as free agent after being passed over in the college draft. Has been solid player throughout career. Very quick, very tough, a master of pass blocking.



**LONNIE WARWICK, LB, 6-3, 250, 6th Yr., Age 28, Tenn. Tech.**

Free agent spent a year on taxi squad, since then has come on to become leader of defensive unit. Started on the corner, moved to MLB in 1966, has overcome injuries to play top ball. Nobody in football is a harder tackler.



**GENE WASHINGTON, SE, 6-3, 220, 4th Yr., Age 26, Mich. State.**

Great speed and size for split end, he had just 13 catches as a rookie in '67, but blossomed last year in full-time duty and grabbed 39 for 821 yards and 9 TDs to lead club in receiving. First round draft choice has great potential.



**Bud Grant**  
*Head Coach*

NFL Coach of the Year in 1969, Bud Grant brought the Vikings to an NFL title in his third year as head coach. Grant faced a formidable rebuilding job when he assumed the Vikings' position in 1967, and despite a 3-8-3 record that first year, Minnesota showed promise since the team was a contender in almost every game, despite the final won-lost record. At the end of that 1967 season, the Vikings presented the look of a young team on its way up, and attained that promise in 1968 when they finished 8-6 to win division honors, losing the Western Conference championship to the Baltimore Colts, 24-14. Grant prepped for his NFL coaching job with 10 seasons in the Canadian League as head coach of the Winnipeg team. Over that span, he led Winnipeg to five CFL western titles and four Grey Cup crowns and had an overall record of 121-66-3. After an All-American career at the University of Minnesota, Bud played defensive end for the Philadelphia Eagles in 1951 and offensive end the following year, finishing as the No. 2 receiver in the NFL. He also played pro basketball with the Minneapolis Lakers.

# Minnesota 1970 Veteran Roster

No.	Name	Pos.	Ht.-Wt.	Pro		No.	Name	Pos.	Ht.-Wt.	Pro	
				Age	Yr.					Age	Yr.
67	Alderman, G.	T	6-2 245	32	11	—	Lee, B.	QB-P	6-2 195	25	2
87	Beasley, J.	TE	6-3 233	25	4	21	Lindsey, J.	RB	6-2 210	25	5
30	Brown, B.	RB	5-11 230	32	10	46	Mackbee, E.	DCB	6-0 195	29	6
20	Bryant, B.	DCB	6-1 170	26	3	70	Marshall, J.	DE	6-3 248	31	11
14	Cox, F.	K	5-10 200	31	8	55	McGill, M.	LB	6-2 235	24	3
15	Cuozzo, G.	QB	6-1 195	29	8	—	McNeill, T.	P	6-1 195	28	4
71	Davis, D.	T	6-4 255	26	5	41	Osborn, D.	RB	6-0 205	27	6
76	Dickson, P.	DT	6-5 250	33	12	88	Page, A.	DT	6-4 245	25	4
81	Eller, C.	DE	6-6 251	28	7	—	Reed, O.	RB	6-0 222	26	3
27	Grim, B.	WR	6-0 200	25	4	—	Reilly, M.	OLB	6-3 235	28	7
49	Hackbart, D.	DS-LB	6-3 205	32	9	45	Sharockman, E.	DCB	6-0 200	30	9
—	Hargrove, J.	MLB	6-3 235	25	3	74	Smith, S.	DE	6-5 250	25	4
—	Harris, B.	RB	6-2 202	24	3	64	Sunde, M.	G	6-2 250	28	7
80	Henderson, J.	WR	6-3 191	27	6	53	Tingelhoff, M.	C	6-2 237	30	9
58	Hilgenberg, W.	OLB	6-3 231	28	7	63	Vellone, J.	G	6-3 255	26	5
—	Johnson, L.	C-G	6-2 250	22	1	59	Warwick, L.	MLB	6-3 237	28	6
26	Jones, C.	RB	6-0 206	25	4	84	Washington, G.	WR	6-3 208	25	4
11	Kapp, J.	QB	6-3 216	32	4	40	West, C.	DS	6-1 190	24	3
29	Kassulke, K.	DS	6-0 195	29	8	—	Westmoreland	D.DB	6-1 190	29	8
—	Kramer, K.	TE	6-4 235	26	4	—	White, E.	G	6-2 261	22	2
22	Krause, P.	DS	6-3 188	28	7	60	Winston, R.	OLB	5-11 228	30	9
77	Larsen, G.	DT	6-5 261	30	7	73	Yary, R.	T	6-5 255	24	3

\* Retired

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	WARD, John	T	Oklahoma State
2.	CAPLEMAN, Bill	QB	Florida State
3.	BURGOON, Chuck	LB	North Park, Ill.
4.	Choice to Washington		thru Los Angeles thru New Orleans
5.	JONES, Greg	RB	UCLA
6.	Choice to Pittsburgh		
7.	FARBER, Hap	LB	Mississippi
8.	CARROLL, Mike	G	Missouri
9.	MORROW, George	DE	Mississippi
10.	VOIGHT, Stu	TE	Wisconsin

# Minnesota 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs	Kickoff Ret.	No.	Yds.	Avg.	Long	TDs
Osborn . . .	186	643	3.5	58t	7	Jones . . . . .	17	444	26.1	71	0
Brown . . .	126	430	3.4	30	3	West . . . . .	9	240	26.7	78	0
Reed . . . .	83	393	4.7	23	1	Lindsey . . . .	2	26	13.0	16	0
Jones . . . .	54	241	4.5	80t	3	Reed . . . . .	1	38	38.0	38	0
Kapp . . . .	22	104	4.7	18	0	Harris . . . . .	1	23	23.0	23	0
Lindsey . . .	6	21	3.5	10	1	Smith . . . . .	1	3	3.0	3	0
Harris . . . .	6	13	2.2	5	0	Alderman . . .	1	0	0	0	0
						Sunde . . . . .	1	0	0	0	0

Passing	Att.	Comp.	Pct.	Yards	TDs	Int.
Kapp . . .	237	120	50.6	1726	19	13
Cuozzo . .	98	49	50.0	693	4	5
Lee . . . .	11	7	63.6	79	1	0

Pass Rec.	No.	Yds.	Avg.	Long	TDs
Washington .	39	821	21.1	83t	9
Henderson . .	34	553	16.3	47t	5
Beasley . . .	33	361	10.9	32	4
Osborn . . .	22	236	10.7	31	1
Brown . . . .	21	183	8.7	27	0
Grim . . . . .	10	155	15.5	44	1
Reed . . . . .	7	59	8.4	16	2

Interceptions	No.	Yds.	Avg.	Long	TDs
Bryant . . . .	8	97	12.1	56	0
Mackbee . . .	6	100	16.7	38	0
Krause . . . .	5	82	16.4	77t	1
Warwick . . .	4	46	11.5	19	0
Winston . . .	3	17	5.7	17	0
Kassulke . . .	2	36	18.0	20	0

Punt Ret.	No.	Yds.	Avg.	Long	TDs
West . . . . .	39	245	6.3	55	0
Grim . . . . .	4	12	3.0	8	0
Bryant . . . .	2	9	4.5	9	0

Punting	No.	Yds.	Avg.	Long
Lee . . . . .	67	2680	40.0	56

Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Cox . . . . .	0	0	0	43	26	121
Washington	0	9	9	0	0	54
Osborn . . .	7	1	8	0	0	48
Beasley . . .	1	4	5	0	0	30
Henderson 0	5	5	5	0	0	30
Brown . . .	3	0	3	0	0	18
Jones . . .	3	0	3	0	0	18
Reed . . . .	1	2	3	0	0	18
Lindsey . . .	1	1	2	0	0	12

# Minnesota All-Time Club Leaders

## RUSHING

Bill Brown, with 1,332 carries for 4,787 yards.	(1962-'69)
Tommy Mason, with 761 carries for 3,252 yards.	(1961-'66)

## PASSING

Fran Tarkenton, with 1,024 completions in 1,899 attempts for 14,579 yards and 113 TDs.	(1961-'66)
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## PASS RECEIVING

Paul Flatley, with 202 receptions for 3,222 yards.	(1963-'67)
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## INTERCEPTIONS

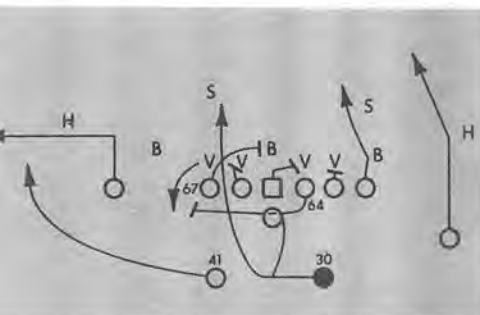
Ed Sharockman, with 27.	(1961-'69)
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## SCORING

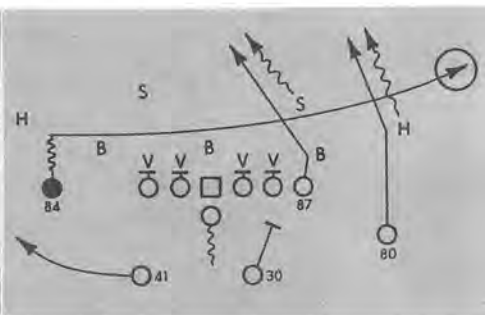
Fred Cox, with 665 points.	(1963-'69)
Bill Brown, with 354 points.	(1962-'69)

## The Big Play

Probably no team in professional football has a better set of big, fast, heavy-duty running backs than Dave Osborn (41) and Bill Brown (30) of the Minnesota Vikings. Both men can take the ball inside or outside, both can catch the ball and both are extremely fine blockers. This makes it easier for the Vikings to gain yardage with almost any type of running play, especially with the fullback sweep trap shown in Diagram A. Osborn leads this play around left end, simulating a wide sweep, with Brown as the ball-carrier. As the defensive right end reacts to the flow of the play, Minnesota's fine right guard, Milt Sunde (64), pulls out of the line, catches the end from the blind side and attempts to drive him to the outside. Meanwhile, left tackle Grady Alderman (67) moves to his right to seal off the middle linebacker. If Sunde's trap block on the defensive end is successful, Brown breaks off his original sweep path, cuts sharply toward the line and bolts past the trapped defensive end. Minnesota's split end runs a fake square-out route to take the secondary deep and Osborn peels into the flat, drawing the outside linebacker from the path of the play.



**Diagram A**  
**FULLBACK SWEEP TRAP**



**Diagram B**  
**SPLIT END UNDERNEATH**

In split end Gene Washington (84), the Minnesota Vikings have a talented young pass receiver with a wide assortment of moves. Although Gene is primarily a deep receiver, one of his pet maneuvers is the split end underneath (or across) pattern shown in Diagram B. After tight end John Beasley (87) and flanker back John Henderson (80) have executed deep down-and-in routes, forcing the defense to loosen up, Washington moves off the line at half speed, watching for the first backward step by the halfback covering him. As soon as the defensive man back-pedals, Gene makes a 45-degree cut across the middle and races for the opposite sideline on a shallow path. By the time the halfback recovers and takes up the pursuit, he is usually several steps to the rear — and not many fellows can catch Washington once he has a lead. The free safety, who might be able to give his halfback a hand with double coverage of Washington, is forced to “stay at home” because he must watch halfback Dave Osborn (41).

## Vikings in Action



**HARD-RUNNING** Dave Osborn turns the corner to pick up an impressive gain against the Chicago Bears. Joe Taylor (20) is the Bear moving in.



**SAN Francisco's** Steve Spurrier just does get his pass off in the face of a hard rush put on by Vikings' Gary Larsen (77) and Alan Page.



# Great Games in Pro Football

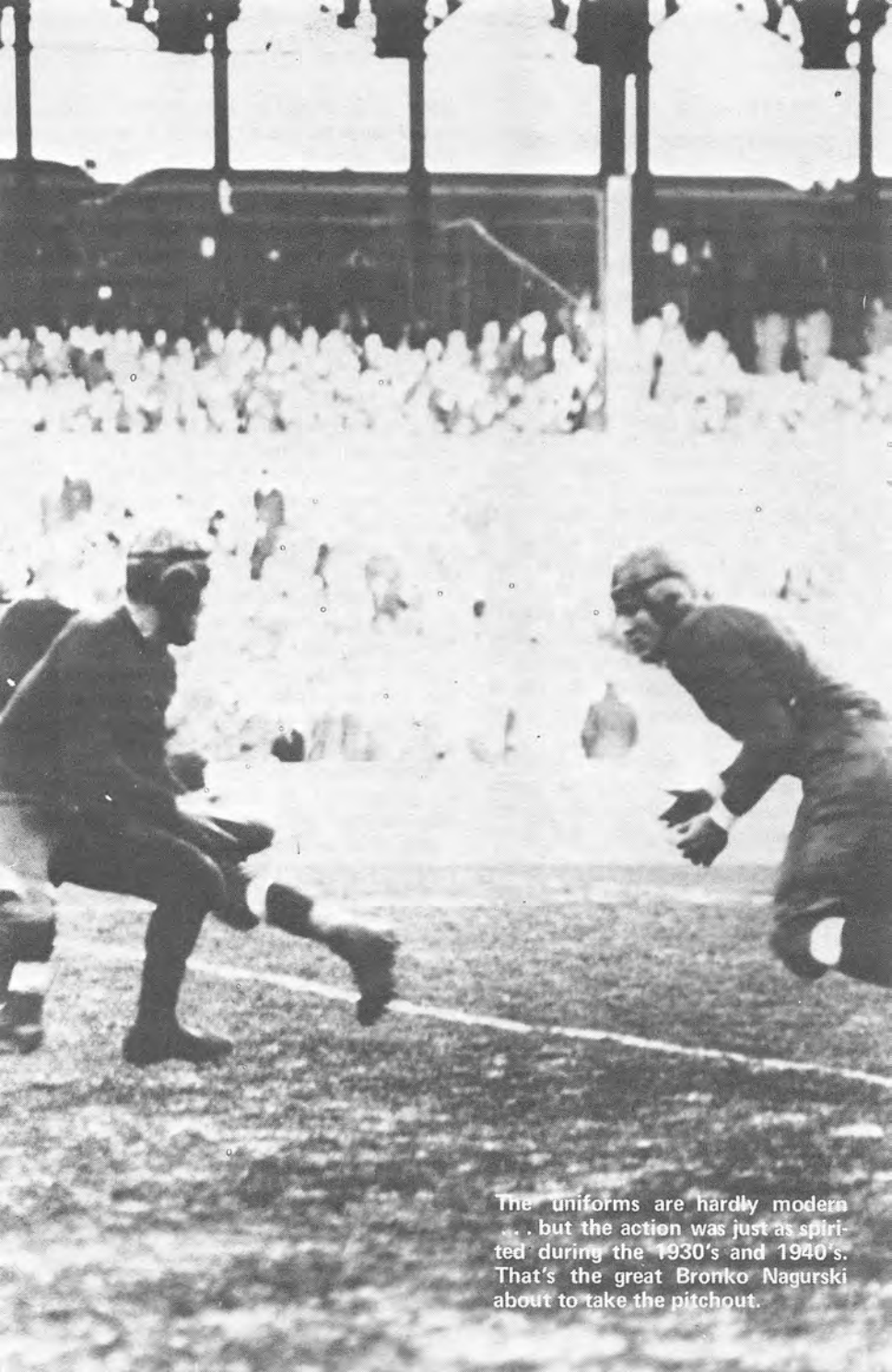
SEVEN MILESTONE CLASSICS,  
REPRISED BY  
ILLUSTRATED DIGEST

**T**he National Football League celebrates its 50th birthday on September 17, 1970, and the Illustrated Digest of Pro Football, in reflecting on the first half-century of organized league competition, has selected seven "Milestone Games," contests that, for a variety of reasons, are set apart from the thousands of equally exciting games played since 1920.

Some played a significant role in the evolutionary process of the sport. Others were simply epic struggles that helped to popularize the pro game. Some helped to change the style of play in future seasons. All have in common the fact that they were important to the growth of pro football.

In venturing these selections, Illustrated Digest makes no claim to exclusivity or invincibility. It is recognized that any such list is subject to immediate criticism and revision. Certainly, there are many games that could be substituted without significantly weakening the overall list. The Illustrated Digest of Pro Football presents its seven "Milestone Games" in chronological order, rather than in any attempted ranking of importance.





The uniforms are hardly modern ... but the action was just as spirited during the 1930's and 1940's. That's the great Bronko Nagurski about to take the pitchout.

## 1. THE INDOOR "CHAMPIONSHIP" GAME, 1932

The NFL did not adopt its divisional system with the resulting championship playoff until 1933, but the league presented a preview of what was to come at the end of the 1932 campaign.

The Green Bay Packers, Chicago Bears and Portsmouth Spartans staged a tremendous three-way battle for the NFL leadership in 1932. Finally, the Packers, who were seeking their fourth straight crown, lost to both Portsmouth and Chicago and dropped out of contention.

That left Chicago with a 6-1-6 record (that's right, SIX ties) and Portsmouth with a 6-1-4 mark. In regular season, the two had played to 13-13 and 7-7 deadlocks. Since ties did not — and still do not — count in the standings, the teams ended the season tied for first place.

Bears and Spartans officials agreed to play a post-season game in Chicago to determine the champion. Interestingly, since this game would count in the regular standings, the loser automatically would drop to third behind Green Bay (10-3-1).

The weather turned bitter cold the week before the game and so Bears' president George Halas, with the knowledge and approval of NFL President Joe Carr and Portsmouth officials, decided to move the game INDOORS to Chicago Stadium.

The change of sites proved a great break for the 11,198 fans who saw the game. Besides the obvious temperature improvement, the indoor setting enabled them to see pro play close at hand for the first time. The impact of every vicious

block and crackling tackle convinced any fan who might have thought otherwise that the pros really did play for keeps.

Field conditions, however, were something else. For one thing, the field was only 80 yards long and 145 feet wide and the sidelines were cramped up tight against the stands. The stadium's cement floor had to be quickly covered with a mixture of dirt and sod left over from a Salvation Army circus that had just completed its booking.

With a team having to march only 80 yards to score, a high-scoring battle was expected. But as it turned out, the teams entered the fourth quarter locked in a scoreless draw.

Then Chicago got the ball on the Portsmouth 7-yard line following an interception. Bronko Nagurski made it to the one on first down but then was held for two downs.

On fourth down, Nagurski once again got the ball. The Spartans defense massed to meet his powerful charge. This time, however, Nagurski stopped short, backed up a step or two and lobbed a pass to Red Grange, waiting alone in the end zone.

Football rules in 1932 dictated that a passer must be at least five yards behind the line of scrimmage and Portsmouth Coach Patsy Clark protested bitterly that Nagurski's pass was illegal. But the touchdown was allowed and Chicago, adding a safety late in the game, won 9-0.

More important than the fact the game was played indoors were the renovations that came about before the start of another season because of what had transpired in the game.

Pro football's master showman, George Preston Marshall, the new owner of the Boston franchise, saw tremendous fan appeal in the game-



**Giant quarterback Ed Danowski puts on the basketball shoes during the famous Sneakers Game of 1934.**

winning play, regardless of whether it was legal or illegal by 1932 standards. He saw, too, dramatic potential in an annual championship showdown.

With the full cooperation of Halas, Marshall in the next few weeks sponsored a new rule making the forward pass legal ANYWHERE behind the line of scrimmage. And he proposed that the NFL be divided into two equal divisions with the two winners meeting for the overall title. Both proposals were approved and a new era of pro football excitement was assured.

## **2. THE "SNEAKER" GAME, 1934**

On the bitter cold morning of December 9, 1934, New York Giants head coach Steve Owens was not a very happy man.

Later in the day, his Giants were to meet the powerful Chicago Bears for the 1934 NFL championship. The Bears, who had edged the Giants, 23-21, in the first NFL title game a year earlier, were undefeat-

ed and had whipped the Giants twice during the regular season. The Giants, who had been hard-pressed to win the Eastern crown, had injury problems to compound their worries.

But the prime matter of concern was that freezing weather and overnight precipitation had turned the Polo Grounds into a sheet of ice. As Owen pondered the situation, Giants' captain Ray Flaherty suggested: "Coach, why not wear basketball shoes? Once when I was at Gonzaga, we played on a day like this, but we used sneakers and had good traction."

Owen, perhaps a bit skeptical, was willing to give anything a try, but it being Sunday, all of New York's sporting goods stores would be closed. Then an inspiration!

In the Giants' locker room stood Abe Cohen, a die-hard fan, a part-time clubhouse attendant and someone who could be spared for a trip to Manhattan College, where it was just possible some basketball shoes could be rounded up.

Off went Cohen on his urgent mission. In the meantime, the title game began. The field proved to be even worse than expected and both teams found the going rough. At halftime, the favored Bears led, 10-3, and few in the frozen throng of 35,059 had reason to expect anything to change much in the second half.

But Cohen had been successful in his quest and, back on the field to start the second half, all the Giants' regulars except center Mel Hein and guard Patsy Jones were in basketball shoes! No immediate improvement was apparent — in fact, the Bears upped their margin to 13-3 in the third period.

But the Giants were slowly gaining confidence and, suddenly, the dam burst! Ed Danowski passed to Ike Frankian for one touchdown, Ken Strong scored two more and Danowski wound up the contest with a fourth touchdown. The Bears' great string had come to an inglorious and frozen 30-13 end.

The 27-point fourth quarter still stands as a one-quarter high for NFL title play and Strong, with 17 points, set an individual record for the time.

Six of the game's key individuals were destined to become members of the Pro Football Hall of Fame, but this memorable game's greatest hero may well have been a 5-0, 140-pound fan who never played a minute of pro football in his life!

### 3. THE 73-0 GAME, 1940

On November 17, 1940, the Washington Redskins edged past the Chicago Bears, 7-3, en route to an Eastern Division championship in the NFL.

It probably was the biggest "mistake" any pro football team

ever made! If the game itself did not fill that billing, then certainly the remarks attributed to the Redskins after the game did.

The Bears had just missed a last-second victory when time ran out, due in part to what the Bears considered an official's questionable decision. When the Bears protested, the Redskins, or at least members of the Redskins' official family, countered with such taunts as "cry babies", "front-runners" and "quitters."

Three weeks later, when 36,034 fans turned out in the same Griffith Stadium, the Redskins were razor-thin favorites. But behind the scenes Bears' owner-coach George Halas had been using every Redskin taunt, real or fancied, to fire his charges to a fever pitch. Perhaps no team ever had — or THOUGHT it had — a stronger motive for revenge.

In addition to the emotional aspect of preparation, Halas had built his entire game plan on the theory that Washington would repeat the defensive tactics that had been so successful three weeks before. It turned out to be a strategic bulls-eye!

It took just one play to find that the Redskins were in the same defense. On the second play, Bill Osmanski started off tackle, veered to the outside when the hole closed and, taking advantage of a crushing block by George Wilson, raced 68 yards to a touchdown. With 55 seconds gone, Chicago led 7-0.

By quarter's end, the Bears were ahead, 21-0 and by halftime, it was 28-0. Even then, Halas reminded his club at halftime that the Redskins had said the Bears weren't a "second-half ball club." But this day they were, for they added 26 points in the third quarter and



**The 1940 Chicago Powerhouse: L-R, front, Wilson, Artoe, Musso, Turner, Fortmann, Stydahar, Nowaskey. Back Row: McAfee, Osmanski, Luckman and Nolting.**

**Bears' Bill Osmanski heads for first down in 73-0 rout over the Redskins in 1940.**





another 19 in the final stanza. The final 73-0 margin stands as the most lopsided score in all NFL history, championship or regular season.

Usually, the public's attention is directed toward the nip-and-tuck affairs that are decided at the final gun, but the Bears' massacre of the Redskins stands even today as one of the two or three most famous football games ever played.

The 1940 Bears lost three games and had narrow squeaks in two or three games, so the "best ever" tag that was immediately applied after the game might be challenged. But there is no question that for one day, at least, the 1940 Bears were letter-perfect!

And since the Bears used the T-formation so well in this "greatest football game ever played," it wasn't long before all clubs were switching to the "T".

#### **4. THE REDSKINS' REVENGE, 1942**

No matter what the future may hold for the Washington Redskins, nothing will ever totally wipe out the stinging memory of that 73-0 game in 1940.

But the Redskins probably came as close to complete revenge as they ever will just two years later in the 1942 championship game, when they upset the heavily-favored Bears, 14-6.

Since that history-making game in 1940, the Bears had compiled one of pro football's most devastating records. They won all but one game in 1941 and 11 straight in 1942. Only two teams, in fact, have ever gone through an NFL season with unblemished marks, the 1934 Bears and the 1942 Bears. Ironically,

both teams were destined to lose in NFL title bids.

Asgame time neared, the memory of the 1940 disaster and the knowledge of the seeming invincibility of the 1942 Bears hung heavy on the 36,006 home-town Washington fans in Griffith Stadium.

But the Washington defense, which had permitted just 13 points in the last five regular-season contests, would prove to be the deciding factor. The Bears' only touchdown came on a fumble return and was not scored against the Redskins defense.

That touchdown gave Chicago a 6-0 lead and another rout appeared to be in the offering. But Sammy Baugh first punted the Bears into the hole and then passed for a touchdown to put Washington into a 7-6 halftime lead. A third quarter ground march of 80 yards iced the big upset, 14-6.

It was one of pro football's greatest reversals of form. It also proved to be Washington's last NFL championship. For the Bears, the game served as an end to an era. A few months after the game, 14 of the 24 Bears in the 1942 title game were in the service and the Mighty Monsters of the Midway never were the same again. The unprecedented Chicago domination of 1940, 1941 and 1942 came to an end right where it had started, in an NFL title game played in Washington's Griffith Stadium.

#### **5. THE BROWNS' N.F.L. DEBUT, 1950**

If time alone were ever the key factor in buoying a team to the heights, then the Cleveland Browns eleven that opened the 1950 NFL campaign against defending champion Philadelphia Eagles must cer-



Redskins' Andy Farkas plunges in for TD in 1942 title game won by Washington 14-6 over Bears.



tainly rate strong consideration for "most emotionally-prepared" honors.

For four years, while the Browns had been running roughshod over all opposition in the All-America Football Conference, Cleveland owner Arthur B. McBride had been calling for a "true championship showdown" between the NFL and AAFC titlists. About the only response from the NFL side was the smug prediction of dire things happening to the Browns if they ever should have the opportunity to meet a "truly professional" NFL club.

The merger after the 1949 season paved the way for just such an opportunity and Commissioner Bert Bell saw to it that the long awaited confrontation came about in the opening game of the 1950 campaign.

The game had all the earmarks of a titanic struggle. The Browns' unprecedented success in the AAFC was well-known but the Eagles had been almost as successful in NFL warfare, winning three straight divisional championships and two consecutive NFL titles by shutout scores. The Eagles' three-year mark of 28-7-1 in NFL play was certainly comparable to Cleveland's 35-2-3 record for the same three years, particularly if you accepted the theory that the AAFC really was an inferior league.

Newspapers ballyhooed the contest as "the most talked about game in NFL history" and in response, 71,237 turned out for the season opener. No previous NFL title game had even come close to drawing so many!

Philadelphia was a six-point favorite and scored first on Cliff Patton's field goal, but Cleveland's quarterback, Otto Graham, coun-

tered with three payoff passes, a 59-yarder to Dub Jones, a 26-yard heave to Dante Lavelli and 13-yarder to Mac Speedie. Pete Pihos' third-period touchdown reception gave the Eagles momentary hope, but Graham switched to a grinding ground game in the final period to wrap up a smashing 35-10 victory for Cleveland.

"I never saw a team with so many guns," a dazed Greasy Neale, the Philadelphia coach, admitted after the game.

"This is as good a team as I have ever seen," Commissioner Bell said as he congratulated Paul Brown, the Cleveland coach.

Brown admitted that "emotions were higher in this game than any I ever coached" but he and his squad remained most gracious in the locker room post-mortems. Perhaps it was because the Browns felt they had some more proving to do.

And more proving they did with an NFL championship in 1950 and complete domination of the Eastern conference for their first six years in the NFL.

But the "big one" still had to be the first win over the Eagles. For that was the game that the team "from the wrong side of the tracks" made certain everyone knew it really belonged!

## 6. DETROIT VS. CLEVELAND, 1953

Much like the fabled Dizzy Dean—Carl Hubbell baseball pitching duels of the 1930s, Bobby Layne of Detroit and Otto Graham of Cleveland got into what seemed to be an annual event in leading their teams into NFL championship games in the early 1950s.

For an unprecedented three straight years, the same two teams



Key grab for 18 yards and first down is made by Detroit's Jim Dornan as Lions went on for 17-16 title win over Browns in 1953.

— Detroit, kingpins of the West, and Cleveland, the dominant power in the East — met in titanic struggles.

The Lions were led by Layne, a quarterback who wasn't so impressive statistically but a leader strong in the intangibles that brought victory to his club. Graham, one of history's great field generals, led the Browns.

Both Layne and Graham were destined for Pro Football Hall of Fame enshrinement and their play of the early 50s made it easy to see why. Layne won the first game of the "series," 17-7 in 1952 and Graham won the final game, 56-10 in 1954. The middle game, which proved to be the rubber game in a sense, was also the closest and the most remembered because of the unusual clutch play of both teams.

As luck would have it, Graham suffered through one of the worst-ever days in his entire 10-year pro career, completing only two of 15 passes. His first period fumble set up a Detroit touchdown by Doak Walker and gave the Lions a 10-3 halftime lead.

But the Clevelanders were determined and their ferocious play set up a third-period touchdown by Chick Jagade and two field goals by Lou Groza that left the Browns in the lead, 16-10, with just 4:10 to play.

Thousands of Detroit fans may have been in a dither when the Lions got possession on their own 20 after the kickoff, but Layne was the coolest man on the field.

"Now if you'll just block a little bit, fellers, ol' Bobby'll pass you right to the champeenship," Layne told his teammates in the huddle.

Eight plays and just 50 seconds later, ol' Bobby had done just that!

Little-used end Jim Doran caught only six passes in the entire 1953 season, but he caught three in that winning drive, including the 33 yard payoff heave. When Walker kicked the extra point, the Lions had it wrapped up, 17-16.

It had been a battle of great individuals and great teams and was decided, as such classic struggles should be, by the closest possible margin in the final seconds of the game!

## **7. THE SUDDEN-DEATH THRILLER, 1958**

Neither the New York Giants nor the Baltimore Colts had had it easy in the 1958 NFL campaign. The Giants won their way to the title battle in Yankee Stadium by defeating Cleveland, 10-0, in an Eastern Conference playoff. Baltimore, led by the up-and-coming young star Johnny Unitas, won its first Western crown by a one-game margin over the Chicago Bears and the Los Angeles Rams.

In their one meeting during the season, the Giants had prevailed 24-21, at home, so there was plenty of reason to expect a close game.

Even before the first kickoff, there was one factor which would set this title game apart from any yet played. For the first time, the NFL championship was to receive almost total television coverage from coast to coast, so that millions of fans, rather than just reading about what happened, would SEE what happened.

The Giants scored first on Pat Summerall's 36-yard field goal, but Unitas, playing quarterback as the position had never been played before, guided the Colts to a 14-3 halftime lead. At the start of the second half, the Colts earned a first

down on the New York 3-yard line and it looked as though the game was about to become a runaway.

But the Giants' turned back this assault and fought back so well that, a period later and with time running out, they had grabbed a 17-14 lead. There were less than two minutes to play when Baltimore got the ball on its own 14. Four successful passes by Unitas, three of them to Raymond Berry, carried to the Giants' 13. With just seven seconds to play, Steve Myhra booted a 20-yard field goal to send the game into the NFL's first overtime.

The Giants won the toss to start

the extra period but couldn't gain and had to punt. The Colts got possession on their own 20.

Unitas once again was the super-master and, in 12 plays, it was all over. Johnny "U" connected on four passes, including two to Berry, who had a record 12 catches in all that day. When Alan Ameche plunged over from the 1-yard line with eight minutes and 15 seconds elapsed in the overtime period, Baltimore had a history-making 23-17 victory.

Even today, a majority of fans and writers will term this "the greatest football game ever played."

### **The Incomparable Johnny Unitas in action**



# NEW ORLEANS SAINTS



**DETERMINATION** shows in the face of New Orleans' 280-pound defensive tackle Mike Tilleman as he bears in on enemy quarterback. DE Dave Long comes on behind Mike to lend assistance.

**T**he short history of the New Orleans Saints is an impressive one — from the 75,000 average attendance at home games, to the 12 victories achieved in the first three years of existence.

New Orleans was granted an NFL franchise in October, 1966, with many applicants striving for the representation. A group of New Orleans businessmen, headed by oilman John W. Mecom, Jr., was unanimously selected, and the organization went right to work in building a team and spectator interest. Among the 27-year-old Mecom's associates that year were 25 other Crescent City business leaders, including nationally

known New Orleans trumpet star Al Hirt.

Vitality and excitement were breathed into the franchise from the start, both in the ball club itself and in the dedicated fans who created such fantastic support from the beginning. New coach Tom Fears, one of the NFL's all-time great pass receiving stars, led the expansion team to three victories in its first year of existence, then upped the mark to four wins in 1968 — the first time any expansion team won as many games in its first two years. Continued vitality and excitement loom in the future as well. The Saints have come marching in.



## New Orleans 1970 Schedule

September 20	.....ATLANTA	.....1:00 p.m.
September 27	.....at Minnesota	.....1:00 p.m.
October 4	.....NEW YORK GIANTS	.....1:00 p.m.
October 11	.....at St. Louis	.....1:00 p.m.
October 18	.....at San Francisco	.....1:00 p.m.
October 25	.....at Atlanta	.....1:00 p.m.
November 1	.....LOS ANGELES	.....1:00 p.m.
November 8	.....DETROIT	.....1:00 p.m.
November 15	.....at Miami	.....1:00 p.m.
November 22	.....DENVER	.....1:00 p.m.
November 29	.....at Cincinnati	.....1:00 p.m.
December 6	.....at Los Angeles	.....1:00 p.m.
December 13	.....SAN FRANCISCO	.....1:00 p.m.
December 20	.....CHICAGO	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

New Orleans	20	.....WASHINGTON	26
"	17	.....DALLAS	21
"	17	.....Los Angeles	36
"	17	.....CLEVELAND	27
"	10	.....BALTIMORE	30
"	10	.....Philadelphia	13
"	51	.....St. Louis	42
"	17	.....Dallas	33
"	25	.....New York	24
"	43	.....SAN FRANCISCO	38
"	26	.....PHILADELPHIA	17
"	17	.....Atlanta	45
"	14	.....Washington	17
"	27	.....PITTSBURGH	24
TOTALS	<u>311</u>		<u>393</u>

FINAL RECORD: WON 5 – LOST 9

(Home Games Capitalized)



# New Orleans Key Players



**DAN ABRAMOWICZ, WR, 6-1, 195, 4th Yr., Age 25, Xavier (Ohio).** Had outstanding year in '69, leading NFL in receiving with 73 catches for 1,015 yards. A 17th round draft choice, this outstanding young player has now caught 177 passes for 2,626 yards and 20 TDs in just three seasons. All-Pro last year.

**DICK ABSHER, LB, 6-4, 235, 4th Yr., Age 26, Maryland.**

Saints picked him up from Rams prior to last season and he became starting MLB halfway through regular season. Enjoyed an outstanding second half, proved to be hard-hitter with fine range. Made one interception.



**TOM DEMPSEY, Kicker, 6-1, 265, 2nd Yr., Age 23, Palomar J.C.** Cut by San Diego, Saints signed this young man who has only half a right foot, and he became club's leading scorer with 99 points. Kicked a 55-yard FG against Rams, finished with 22 FGs. Twice booted four FGs in single game.

**TED DAVIS, LB, 6-1, 235, 7th Yr., Age 28, Georgia Tech.**

Came to Saints from Baltimore in expansion draft and was injured during early part of 1967. Came back to become highly dependable LB, making the big, key defensive play in many games. Fine athlete, excellent competitor.



**BILL KILMER, QB, 6-0, 204, 9th Yr., Age 31, UCLA.**

One of the original Saints, he has been plagued by injuries, yet had another good year in '69, ranking as NFL's No. 8 passer. Had 193 completions for 2,532 yards and 20 TD throws, his best single season production.

**TONY BAKER, RB, 5-11, 225, 3rd Yr., Age 25, Iowa State.**

Joined club as a free agent in 1968 after playing minor league football, and came into his own last year. Rushed for 642 yards, caught 34 passes, had 4.8 rushing average — best in NFL. Teams with Andy Livingston for power backfield.



**AL DODD, WR, 6-0, 180, 3rd Yr., Age 24, N.W. Louisiana.**

Another free agent who made good. Originally a defensive back, he was switched over to wide receiver and turned out to be a solid surprise. Caught 37 passes for 600 yards, also doubled as punt return man and finished 4th in NFL.

**DAVE PARKS, TE, 6-2, 205, 7th Yr., Age 28, Texas Tech.**

Twice All-Pro with San Francisco and the NFL's top receiver with 80 catches in 1965, he's done big job since coming to Saints in 1968. Switched to tight end last year, despite relatively small size. Had 31 catches for 449 yards, three TDs.





**DAVE ROWE, DT, 6-6, 280, 4th Yr., Age 25, Penn State.**

Has been a starting DT since his rookie season and seems destined to make All-Pro. Great speed for his size, he's rugged and very strong. Equally as tough against the run as he is in getting to the quarterback. Top potential here.

**MIKE TILLEMAN, DT, 6-6, 280, 5th Yr., Age 26, Montana.**

Teams with Rowe to give Saints a tandem of big, tough young tackles. Played one season with Vikings before coming to New Orleans and has developed rapidly during past two campaigns as a Saints' starter. Known to teammates as "Big Timber".



**ELIJAH NEVETT, DB, 6-0, 185, 4th Yr., Age 26, Clark.**

Signed as free agent with club, he became a starting cornerback in '69 and turned out to be the hardest hitter in the secondary. Has good speed, solid determination. Had three interceptions for return yardage of 20.

**ANDY LIVINGSTON, RB, 6-1, 235, 6th Yr., Age 25, Phoenix J.C.**

Came to Saints in trade with Bears prior to last season, and turned out to be a powerhouse. Rushed for 761 yards to finish 8th in NFL, caught 28 passes, scored eight touchdowns. Top speed for a big man, hard to bring down.



**DEL WILLIAMS, Guard, 6-2, 245, 4th Yr., Age 25, Florida State.**

A No. 3 draft choice, strong young lineman has started every game since reporting to Saints. Has made excellent progress during first three years, looms as a player with extra fine potential. Crisp blocker, very quick.

## Tom Fears

### Head Coach



As head coach of New Orleans for the three years of that club's existence, Fears has brought with him the ability and determination which made him one of the great receivers of NFL history. The Saints won three games in the first year of play for the expansion team in 1967 to equal an NFL record, then upped that mark to four victories in '68, which had never been equalled. As a player, Fears was one of the greats in league history, having won the NFL pass-receiving crown for three straight seasons (1948-'49-'50) while with the Los Angeles Rams, a feat matched only by Don Hutson. Too, he was the only rookie ever to lead the league in catches (51 in 1948), he set a record in 1950 with 84 grabs (since broken), and his 18 catches in a single game (1950 vs. Green Bay) is still an all-time NFL mark. Tom's coaching career began in 1959 as an assistant to Vince Lombardi at Green Bay, with his next stop Los Angeles as an aide in 1960-'61. He returned to the Packers for four more seasons through 1965, then joined Atlanta in its first year of existence as an assistant prior to taking over the helm of the Saints. Thus, Fears has brought a wide background as star player and solid coach to his job.

# New Orleans 1970 Veteran Roster

Pro					Pro				
No.	Name	Pos.	Ht.-Wt.	Age Yr.	No.	Name	Pos.	Ht.-Wt.	Age Yr.
46	Abramowicz, D.	WR	6-1 195	25 4	80	Neal, R.	DE	6-3 254	22 2
53	Absher, D.	LB	6-4 235	26 4	24	Nevett, E.	CB-S	6-0 185	26 4
38	Baker, T.	RB	5-11 225	25 3	11	Ninowski, J.	QB	6-1 204	34 13
32	Barrington, T.	RB	6-1 213	26 5	83	Parks, D.	TE	6-2 203	28 7
82	Brewer, J.	LB	6-4 235	33 10	86	Phillips, L.	DE	6-3 240	25 4
66	Cody, Bill	LB	6-1 230	26 5	85	Poage, R.	TE	6-3 215	29 7
59	Colman, W.	LB	6-1 230	24 2	33	Preece, S.	S	6-1 195	23 2
19	Dempsey, T.	K	6-1 264	23 2	—	Pyle, M.	C	6-3 250	30 10
25	Dodd, A.	WR	6-0 180	24 3	26	Rassas, N.	S	6-0 190	26 4
55	Fetherston, J.	LB	6-2 225	25 3	75	Rengel, M.	DT	6-5 260	23 2
62	Gwinn, R.	G	6-3 265	26 2	76	Rowe, D.	DT	6-7 280	25 4
14	Hargett, E.	QB	5-11 185	23 2	51	Saul, B.	LB	6-4 225	29 8
45	Hathcock, D.	S	6-0 195	27 3	—	Scarpatti, J.	DB	5-10 185	27 7
87	Holzer, Tom	DE	6-5 250	25 2	67	Shinners, J.	G	6-3 254	23 2
29	Howard, G.	CB-S	6-0 190	24 3	28	Shy, D.	RB	6-1 205	24 4
30	Kelley, L.	LB	6-3 233	26 4	73	Sturm, J.	C	6-3 265	33 10
17	Kilmer, B.	QB	6-0 204	30 9	72	Talbert, D.	T	6-5 255	30 7
50	Kupp, J.	G	6-3 248	29 7	77	Taylor, M.	T	6-5 245	25 3
70	Linden, E.	T	6-5 250	32 10	27	Thompson, B.	S	5-11 188	29 6
48	Livingston, A.	RB	6-1 235	25 6	74	Tilleman, M.	DT	6-6 280	26 5
89	Long, D.	DE	6-4 245	25 5	—	Walton, S.	T	6-5 270	27 3
34	Lorick, T.	RB	6-1 217	29 7	39	Wheelwright, E	RB	6-3 235	30 7
24	McDaniels, D.	WR	6-4 200	25 2	61	Williams, D.	G	6-2 240	24 4
57	Morgan, M.	LB	6-4 242	28 7					

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	BURROUGHS, Ken	WR	Texas Southern
2.	Choice to Cleveland		
3.	SWINNEY, Clovis	DE	Arkansas State
4.	HOWELL, Delles	DB	Grambling
5.	CANNON, Glenn	DB	Mississippi from Chicago
	Choice to Washington		
	RAMSEY, Steve	QB	No. Texas State from Los Angeles
6.	EASLEY, Mel	DB	Oregon State
7.	WOODARD, Lon	DE	San Diego State
8.	ESTES, Lawrence	DE	Alcorn A&M
9.	OTIS, Jim	RB	Ohio State
10.	BRUMFIELD, Jim	RB	Indiana State

## New Orleans 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs		No.	Yards	Long	TDs			
Livingston	181	761	4.2	18	5	Preece	1	6	6	0			
Baker	134	642	4.8	54	1	Thompson	1	2	2	0			
Wheelwright	25	85	3.4	17	4								
Shy	21	75	3.6	22	1	Kickoff Ret.	No.	Yards	Avg.	Long	TDs		
Abramowicz	3	61	20.3	28	0	Shy	16	447	27.9	57	0		
Barrington	7	33	4.7	17	1	Nevett	2	53	26.5	37	0		
Kilmer	11	18	1.6	12	0	Howard	9	227	25.2	86	0		
						Barrington	17	394	23.2	54	0		
Passing	Att.	Comp.	Pct.	Yards	TDs	Int.	Dodd	8	171	21.4	28	0	
Kilmer	360	193	.536	2532	20	17	Thompson	5	101	20.2	26	0	
Hargett	52	31	.596	403	0	0	Ward	3	58	19.3	21	0	
Ninowski	34	17	.500	227	1	2							
							Punt Ret.	No.	Yards	Avg.	Long	TDs	
Pass Rec.	No.	Yards	Avg.	Long	TDs		Dodd	15	106	7.1	21	0	
Abramowicz	73	1015	13.9	49	7		Howard	9	73	8.1	30	0	
Dodd	37	600	16.2	52	1		Barrington	1	8	8.0	8	0	
Baker	34	352	10.4	35	1		Thompson	4	25	6.3	12	0	
Parks	31	449	14.4	40	3								
Livingston	28	278	9.9	51	3	Punting	No.	Yards	Avg.	Long			
Poage	18	236	13.1	24	4		Cordill	42	1719	40.9	58		
Shy	9	141	15.7	70	1		McNeill	7	312	44.6	81		
Wheelwright	8	68	8.5	13	1								
Barrington	4	42	10.5	15	0	Scoring	TDR	TDP	TDs	PAT	FG	Pts.	
Hester	3	44	14.7	22	1		Dempsey	0	0	0	33	22	99
							Livingston	5	3	8	0	0	48
Interceptions	No.	Yards	Long	TDs			Abramowicz	0	7	7	0	0	42
Nevett	3	20	20	0			Wheelwright	4	1	5	0	0	30
Whitsell	3	14	11	0			Poage	0	4	4	0	0	24
Howard	2	0	0	0			Parks	0	3	3	0	0	18
Burris	1	24	24	0			Baker	1	1	2	0	0	12
Absher	1	7	7	0			Shy	1	1	2	0	0	12

## New Orleans All-Time Club Leaders

### RUSHING

Andy Livingston, with 181 carries for 761 yards and 5 TDs.

(1969)

Tony Baker, with 134 carries for 642 yards and one TD.

(1969)

### PASSING

Billy Kilmer, with 457 completions in 879 attempts for 5,933 yards and 41 TDs.

(1967-'69)

### PASS RECEIVING

Dan Abramowicz, with 177 receptions.

(1967-'69)

### INTERCEPTIONS

Dave Whitsell, with 19.

(1967-'69)

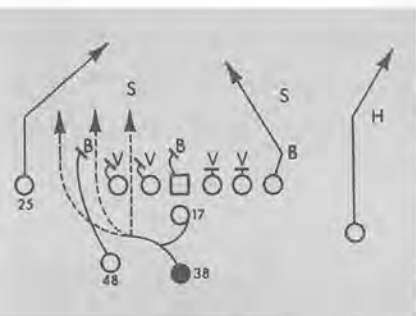
### SCORING

Charles Durkee, with 153 points.

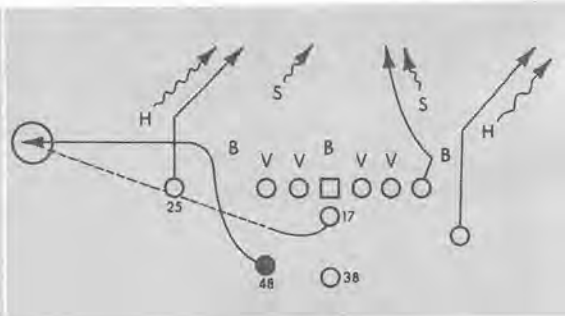
(1967-'68)

## The Big Play

The key to being a successful runner in pro football today is the ability to "read" the various blocking patterns that develop on most occasions. Outlined in Diagram A is the New Orleans Saints' fullback slant, a play which depends on fullback Tony Baker's (38) talent for "reading" his blocking up front. Baker takes the handoff from quarterback Bill Kilmer (17) and begins moving to his left. Halfback Andy Livingston (48) heads toward left end and takes aim at the defensive team's right outside linebacker. The Saints' left tackle and left guard zone block against their men and the New Orleans center tries to seal off the middle linebacker. As this action starts to unfold ahead of him, Baker watches intently to see where the hole might open up. He has the option of hitting anyone of three holes (as shown by dotted lines) and his decision is based on how his blockers are able to move their defensive opponents. If Livingston can hook the corner linebacker to the inside and the tackle and guard drive their men down the line, the Saints' ball-carrier can turn the slant into an end sweep, taking it far to the outside. By the same token, Tony can hit into an inside hole if that's where he feels there is more running room.



**Diagram A**  
FULLBACK SLANT



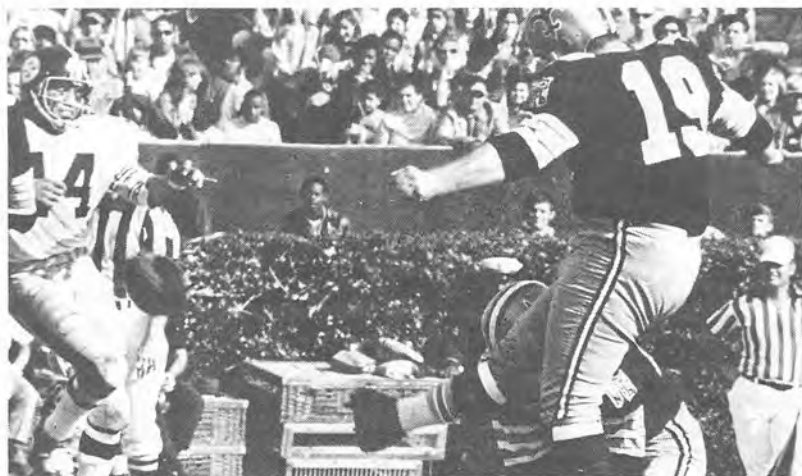
**Diagram B**  
THE ROLL-OUT PASS

The ability of quarterback Billy Kilmer (17) to throw on the run enables the New Orleans Saints to pick up valuable yardage with the roll-out pass shown in Diagram B. Bill sends split end Al Dodd (25) deep on the left side to occupy the halfback and safety while halfback Andy Livingston (48) slides into the flat near the left sideline. Kilmer takes the snap, rolls to his left and hits Livingston with the pass the second Andy breaks into the open. The other Saints' back flares out to the same side and can be utilized as a "safety valve" receiver should the linebacker cover Livingston. If the opportunity presents itself, which it often does, Kilmer can tuck the ball under his arm and run to daylight — something he does very well. In any circumstances, this kind of a roll-out puts pressure on the defense.

## Saints in Action

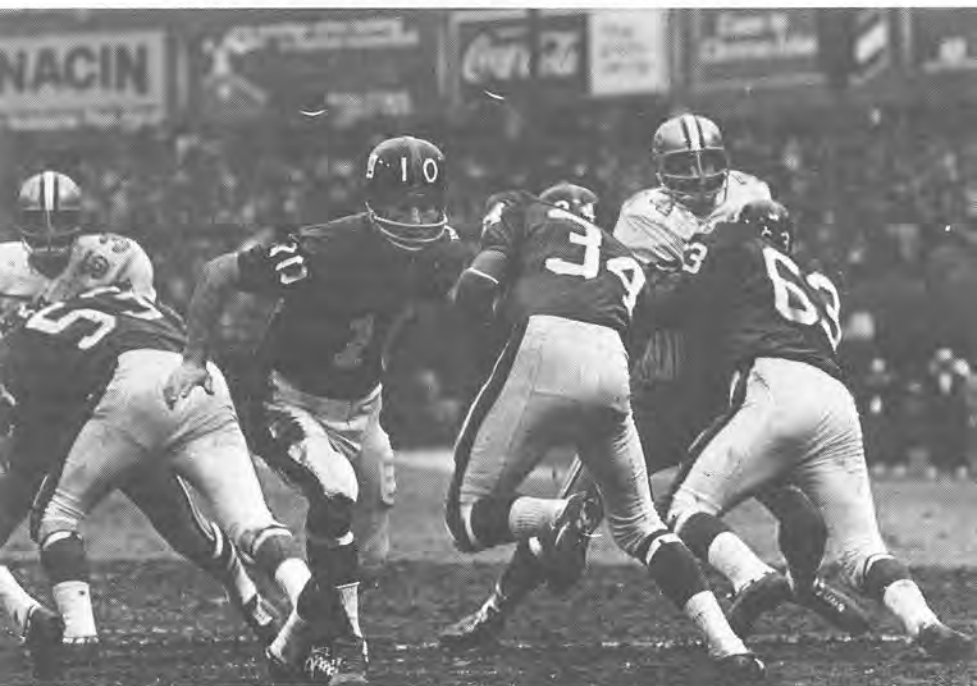


**HERE's the Saints' big, strong running backs in action — 225-pound Tony Baker taking handoff from Billy Kilmer and following 235-pound Andy Livingston into the line.**



**A POTENT weapon is place-kicker Tom Dempsey, who scored 99 points for Saints in '69, despite being born with only half a right foot.**

# NEW YORK GIANTS



**HERE'S THE start of a big gain for the Giants. QB Fran Tarkenton hands off to fullback Junior Coffey (34) as Greg Larson (53) and Doug Van Horn (63) open the hole against New Orleans.**

**U**nbroken family ownership and a championship pedigree — that's the history of the New York Giants, a history and tradition that is linked to the NFL itself and which has been perpetuated for more than 40 years.

The New York franchise came into existence in 1925 when the late Tim Mara founded the club in the newly organized NFL. He weathered many a storm to continue breathing life into the franchise, and down through the years, the Giants have reflected his strength and vision by winning championships in each decade of existence. The Giants' total of 14

Conference titles and 14 championship game appearances is unmatched in all of pro football.

Tim Mara passed ownership on to his sons, Jack and Wellington, and with the death of Jack in 1965, Wellington assumed the presidency of the organization. To the Maras, football and the Giants have never been a mere sideline enterprise or a rich man's hobby. Like the Halas family in Chicago, they are football people. Too, great names in football history are part of the Giants' story... Thorpe, Hein, Cuff, Lee-mans, Conerly, Rote, Gifford, Tittle, Tunnell... each one a Giant in his own right.



## New York 1970 Schedule

September 19	.....CHICAGO	8:00 p.m.
September 27	.....at Dallas	1:00 p.m.
October 4	.....at New Orleans	1:00 p.m.
October 11	.....PHILADELPHIA	1:00 p.m.
October 18	.....at Boston	1:00 p.m.
October 25	.....ST. LOUIS	1:00 p.m.
November 1	.....at New York Jets	1:00 p.m.
November 8	.....DALLAS	1:00 p.m.
November 15	.....WASHINGTON	1:00 p.m.
November 23	.....at Philadelphia	9:00 p.m.
November 29	.....at Washington	1:00 p.m.
December 6	.....BUFFALO	1:00 p.m.
December 13	.....at St. Louis	1:00 p.m.
December 20	.....LOS ANGELES	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

New York	24	.....MINNESOTA	23
"	0	.....Detroit	24
"	28	.....CHICAGO	24
"	10	.....PITTSBURGH	7
"	14	.....Washington	20
"	3	.....Dallas	25
"	20	.....PHILADELPHIA	23
"	17	.....St. Louis	42
"	24	.....NEW ORLEANS	25
"	17	.....Cleveland	28
"	10	.....Green Bay (M)	20
"	49	.....ST. LOUIS	6
"	21	.....Pittsburgh	17
"	27	.....CLEVELAND	14
TOTALS	<u>264</u>		<u>298</u>

**FINAL RECORD: WON 6 — LOST 8**

(Home Games Capitalized)

## New York Key Players



**PETE CASE, Guard, 6-3, 245, 9th Yr., Age 29, Georgia U.**

Rugged Georgian has been a regular for Giants since coming from Eagles in '65 trade. Extremely able pass blocker, solid on pulls, Case ranks among top guards in pro football. Named to second team All-AFL-NFL squad by Pro Football Writers last year.

**JUNIOR COFFEY, RB, 6-1, 215, 5th Yr., Age 28, Washington.**

Giants picked Coffey up in 1969 trade with Falcons and he immediately produced slashing efforts for New Yorkers. Twice led Atlanta in rushing with 722-yard seasons, is also fine pass catcher. Figures to be starting fullback in 1970.



**FRED DRYER, DE, 6-6, 240, 2nd Yr., Age 24, San Diego St.**

No. 1 draft choice for 1969, he had outstanding rookie season. Blessed with great speed, he gave Giants best pass-rush in recent seasons. Also showed great pursuit in running down plays across field. Future All-Pro.

**PETER GOGOLAK, Kicker, 6-1, 190, 5th Yr., Age 28, Cornell.**

First of the soccer-style kickers, former Buffalo star has kicked for 267 points for Giants in two seasons and a portion of a third when he was in the Army. Has also perfected onside kickoff technique through soccer style method.



**JIM KANICKI, DT, 6-4, 270, 8th Yr., Age 28, Mich. St.**

Came to Giants in off-season trade from Cleveland where he had been a starter since 1964. A No. 2 draft choice in 1963, he has improved each year and now ranks as an outstanding pass-rusher, as well as a strong player against the rush.

**ERNIE KOY, Fullback, 6-3, 230, 6th Yr., Age 28, Texas U.**

Big strong runner plagued by injuries in '67, but finished with 300 yards rushing for 4.4 average. Led Giants with 704 yards in 1967, was named to Pro Bowl squad. Also fine pass receiver and has been club's punter for four seasons.



**GREG LARSON, Center, 6-3, 250, 10th Yr., Age 31, Minnesota.**

Named to Pro Bowl squad last year, big center has been keystone of fine offensive line for many years. Came back from crippling knee injury in 1964 to rank among top centers in league. Has also played guard and tackle. Fine leader.

**CARL LOCKHART, DB, 6-2, 175, 6th Yr., Age 27, N. Texas St.**

Rated among top safeties in NFL, the "Spider" has been in Pro Bowl two years. Fiery player, rugged tackler despite size, he's had 25 interceptions in four seasons, ran two back for TDs in '68. Doubles as fine punt return specialist.





**CLIFTON McNEIL, WR, 6-2, 187, 7th Yr., Age 29, Grambling.**

Giants added speed and savvy to receiving corps by getting McNeil in off-season trade with 49ers. He led NFL in 1968 with 71 catches for 994 yards, was All-Pro, Pro-Bowl choice. Spent four years with Cleveland as Paul Warfield's backup man.

**JOE MORRISON, RB, 6-1, 212, 12th Yr., Age 33, Cincinnati.**

"Mr. Versatility" had one of his best years ever in 1969, leading Giants in rushing with 387 yards, in receiving with 44 catches for 647 yards and in TDs with 11. Now has 64 career TDs, more than any other player in NFC. Great pressure player.



**FRAN TARKENTON, QB, 6-0, 190, 10th Yr., Age 30, Georgia.**

The Scrambler had another good year in 1969, ranking No. 3 in the NFL with 220 completions for 2,918 yards and 23 TDs. Now ranks 4th in all-time passing lists with 23,140 yards gained and 186 TDs. Name to Pro-Bowl for sixth time in 1969.

**WILLIE WILLIAMS, DB, 6-0, 190, 5th Yr., Age 27, Grambling.**

Came into his own as cornerback in '68 to lead NFL in pass interceptions with 10 for 103 yards returned. Also strong tackler in open field. Played one season with Oakland in AFL. Can also punt and double as punt returner.



**WILLIE YOUNG, Tackle, 6-0, 265, 5th Yr., Age 27, Grambling.**

Unheralded free agent who began career as a guard, then defensive tackle and finally offensive tackle. Has progressed remarkably, and despite bulk is one of quickest tackles in league. Excels in pass blocking against big defensive ends.



### **Alex Webster** *Head Coach*

After a brilliant 10-year career and a brief period as offensive backfield coach, Alex Webster was named head coach of the Football Giants in September of 1969 in what had to be one of the most popular coaching appointments in the club's long and storied history. To Giant fans, "Big Red"

Webster symbolizes the glory years of the late 1950s and early 1960s, a decade of brilliant achievement by the Giants — one world title (1956) and six eastern division championships (1956-58-59-61-62-63). Webster was a vital part of those years and now, as head coach of the team he once played for, he is striving to re-kindle the spirit, the tradition and the victorious ways that established New York as the premier team in professional football. Webster's rookie year as an NFL coach was fraught with disappointment and spiced with achievement. Alex guided the Giants to three wins in the first four games and then saw everything go wrong as the club dropped its next seven games in a row. But the campaign ended on a bright, positive note as the Giants swept their final three games, including a convincing 27-14 win over the division champion Cleveland Browns. As an All-Pro running back with New York from 1955-64, Alex ranked as one of the top ball-carriers in the NFL.

# New York 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
* 79	Anderson, B.	DE	6-4	250	26	5	87	Kotite, D.	TE	6-3	230	25	4
82	Boston, McKinley	LB	6-2	245	24	3	23	Koy, E.	RB	6-3	225	28	6
48	Brenner, A.	DB	6-1	200	22	2	53	Larson, G.	C	6-3	250	31	10
77	Buzin, D.	T	6-4	250	25	3	25	Larson, P.	RB	6-1	205	26	4
65	Case, P.	G	6-3	245	29	9	43	Lockhart, C.	DB	6-2	175	27	6
34	Coffey, Jr.	RB	6-1	215	28	5	44	Longo, T.	DB	6-1	200	26	2
* 15	Davis, B.	QB	6-3	210	24	3	71	Lurtsema, B.	DE	6-6	250	28	4
89	Dryer, F.	DE	6-6	240	24	2	21	Maher, B.	DB	5-11	188	31	11
28	Duhon, B.	RB	6-0	195	24	2	74	McCann, T.	DT	6-5	265	22	2
83	Dunaway, D.	WR	6-2	205	25	3	51	Meylan, W.	LB	6-1	235	24	3
20	Eaton, S.	DB	6-3	205	25	4	27	Minniear, R.	RB	6-1	210	26	4
24	Frederickson, T.	RB	6-2	220	27	5	40	Morrison, J.	RB	6-1	212	33	12
3	Gogolak, P.	K	6-1	190	28	7	18	McNeil, C.	WR	6-2	187	29	7
61	Harper, C.	G-T	6-0	250	26	5	75	Shay, J.	DT	6-3	245	26	5
55	Heck, R.	LB	6-1	230	29	8	11	Shiner, D.	QB	6-0	195	28	7
85	Herrmann, D.	WR	6-2	195	23	2	76	Szcecko, J.	DT	6-0	240	28	5
57	Hickl, R.	LB	6-2	220	23	2	10	Tarkenton, F.	QB	6-0	190	30	10
59	Hinton, C.	C	6-2	235	28	4	63	Van Horn, D.	G	6-2	245	27	4
49	Holifield, J.	DB	6-3	196	24	3	81	White, F.	WR	6-5	225	26	5
84	Houston, D.	WR	6-2	197	24	2	41	Williams, W.	DB	6-0	190	27	6
30	Johnson, R.	RB	6-1	205	22	2	* 86	Wilson, B.	TE	6-2	228	29	8
73	Kanicki, J.	DT	6-4	270	28	8	* 78	Wright, S.	T	6-6	250	28	7
52	Kirby, J.	LB	6-3	232	28	7	69	Young, W.	T	6-0	265	27	5
47	Koontz, J.	WR	6-1	192	25	2							

\* Placed on waivers

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	FILES, Jim.....	LB	Oklahoma
2.	Choice to St. Louis.....		
3.	Choice to Atlanta.....		
4.	Choice to Pittsburgh.....		
	GRANT, Wesley.....	DE	UCLA from Detroit
5.	BRUMFIELD, Claude G.....		Tennessee State
6.	MILLER, Duane.....	WR	Drake
7.	Choice to Atlanta.....		
8.	Choice to Atlanta.....		
9.	HUGHES, Pat.....	C	Boston U.
10.	FORTIER, Matt.....	DE	Fairmont State

# New York 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs		No.	Yards	Long	TDs			
Morrison ..	107	387	3.6	13	4	Lockhart .....	2	0	0	0			
Coffey (N.Y.)	82	343	4.2	20	1								
Coffey (Atl.)	49	169	3.4	16	1	Kickoff Ret.	No.	Yds.	Avg.	Long	TDs		
Koy .....	76	300	3.9	24	2	Houston ....	12	252	21.0	33	0		
Tarkenton ..	37	172	4.6	21	0	Fuqua .....	20	399	20.0	31	0		
Minniear ..	35	141	4.0	16	1	Holifield ...	8	156	19.5	28	0		
Frederickson	33	136	4.1	19	0	Brenner ....	2	39	19.5	21	0		
Fuqua .....	20	89	4.5	35	0	Lockhart ...	1	19	19.0	19	0		
						Minniear ...	5	83	16.6	27	0		
Passing	Att.	Comp.	Pct.	Yds.	TDs	Int.	Williams ....	6	96	16.0	21	0	
Tarkenton	409	220	53.8	2918	23	8	Longo .....	2	31	15.5	17	0	
Wood ...	16	10	62.5	106	1	0							
Plum ...	9	3	33.3	37	0	0	Punt Ret.	No.	Yds.	Avg.	Long	TDs	
Koy ....	1	1	100.0	15	0	0	Minniear ...	4	15	3.8	9	0	
							Lockhart ...	9	29	3.2	11	0	
Pass Rec.	No.	Yds.	Avg.	Long	TDs		Brenner ....	2	6	3.0	3	0	
Morrison ...	44	647	14.7	65	7								
Jones .....	42	744	17.7	54	1		Punting	No.	Yds.	Avg.	Long		
Herrmann ...	33	423	12.8	62	5		Gogolak .....	12	491	40.9	61		
White .....	29	315	10.9	23	1		Dunaway .....	13	497	38.2	52		
Thomas ....	22	348	15.8	37	3		C. Johnson .....	22	823	37.4	66		
Koy .....	19	152	8.0	41	4		Koy .....	26	933	35.9	54		
Frederickson	14	95	6.8	16	1								
Wilson .....	10	132	13.2	33	0		Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Minniear ...	6	68	11.3	21	0		Gogolak ....	0	0	0	33	11	66
Coffey (N.Y.)	6	25	4.2	28	1		Morrison ...	4	7	11	0	0	66
Coffey (Atl.)	8	64	8.0	19	2		Koy .....	2	4	6	0	0	36
Fuqua .....	3	11	3.7	6	0		Herrmann ...	0	5	5	0	0	30
							Thomas ....	0	3	3	0	0	18
Interceptions	No.	Yds.	Long	TDs			Coffey (N.Y.)	1	1	2	0	0	12
Maher .....	5	112	48	0			Coffey (Atl.)	1	2	3	0	0	18
Williams .....	4	19	19	0			Eaton .....	0	0	1	0	0	6
Heck .....	2	31	20	0			Frederickson	0	1	1	0	0	6
Longo .....	2	31	26	0			Jones .....	0	1	1	0	0	6
Eaton .....	2	23	23	1			Kotite .....	0	1	1	0	0	6

# New York All-Time Club Leaders

## RUSHING

Alex Webster, with 4085 yards in 1,213 carries for 39 TDs. (1955-'64)

Frank Gifford, with 3,704 yards in 863 carries for 35 TDs. (1952-'60, '62-'64)

## PASSING

Charlie Conerly, with 1,418 completions in 2,833 attempts for 172 TDs. (1948-'61)

Y. A. Tittle, with 731 completions in 1,208 attempts for 96 TDs. (1961-'64)

## PASS RECEIVING

Frank Gifford, with 367 receptions for 5,434 yards and 44 TDs. (1952-'60, '62-'64)

Joe Morrison, with 339 receptions for 4,407 yards, 46 TDs. (1959-'69)

## INTERCEPTIONS

\* Emlen Tunnell, with 74 interceptions. (1948-'59)

Jimmy Patton, with 52 interceptions. (1955-'66)

## SCORING

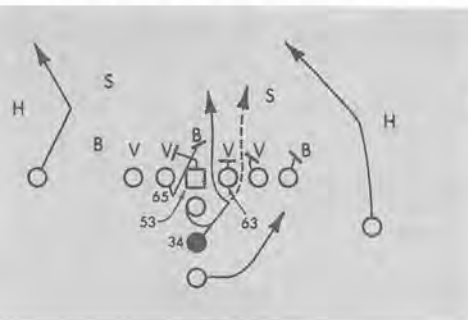
Frank Gifford, with 484 points. (1952-'60, '62-'64)

Joe Morrison, with 384 points. (1959-'69)

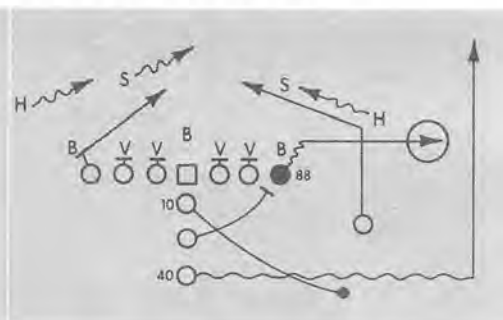
\* NFL Record

## The Big Play

The I-formation employed by the Giants at the end of the 1969 NFL season gives the New Yorkers a flexible, quick-hitting attack and, at the same time, presents the defense with coverage problems. In Diagram A, the Giants run Junior Coffey (34) on a fullback dive option. The beauty of this play is that it starts from the stacked-I formation and looks exactly like several other plays. Key blocks are made by center Greg Larson (53) and guards Pete Case (65) and Doug Van Horn (63). Larson crosses over behind Case's block on the middle linebacker and takes out the defensive right tackle. Van Horn zone blocks against the left tackle, Coffey takes the spin handoff from his quarterback and slants toward the line. If Van Horn has succeeded in turning his man to the outside, Junior cuts back through the guard-center hole. Should Van Horn be unable to drive his man outside, he then tries to hook him the other way — to the inside — and Coffey, taking his cue from this block, then drives over his own right tackle and takes the outside route. The Giants send their other running back looping to the outside on a deeper plane, thus setting up a possible quick pitchout on an ensuing play. The fullback dive is an effective play if Coffey can make change of direction to take advantage of blocking.



**Diagram A**  
FULLBACK DIVE OPTION



**Diagram B**  
I FORMATION MOTION PASS

With a running quarterback like Fran Tarkenton (10), the Giants use a good deal of motion from their I-formation, as outlined in Diagram B. Tarkenton takes the snap and sprints deep and toward the right, Joe Morrison (40), the top man in the I-formation, also drifts toward the right, sizing up the defensive reaction as he does. The Giants' flanker runs a sharp down-and-in route while tight end Aaron Thomas (88) fakes a block on the opposing linebacker and then races quickly toward the right sideline. Morrison, meanwhile, completes his lateral move deep in the backfield and turns and drives up the field. This threat, plus the flanker cutting across the middle, drives the defensive backs deeper and deeper, which makes it easier for Thomas to get free on the sideline. The defense cannot afford to overlook the possibility of a Tarkenton scramble, either. If everyone drops back to cover the three receivers, Fran can always take off on his own — which he has been known to do.

## Giants in Action



A FUTURE star is the Giants' young defensive end Fred Dryer. Here's the 6-6, 240-pounder blocking a Bill Nelsen pass during Giants' 27-14 win over Browns.



THE GIANTS got a big lift in their ground attack during 1969 with acquisition of Junior Coffey from Atlanta. Here's Coffey slashing for yardage against the Cardinals.



# PHILADELPHIA EAGLES



**VETERAN QB Norm Snead takes a look before starting play. Blessed with fine receivers like Harold Jackson and Ben Hawkins, Snead had 190 completions for 2,768 yards and 19 touchdowns in '69.**

**T**he late Bert Bell founded the Philadelphia Eagle franchise in 1933, and fortitude on Bell's part turned out to be almost a prime requisite in keeping the franchise in existence.

Bell, who was later to serve with distinction as NFL Commissioner until his death in 1959, kept the Eagles in action through difficult times, reaching into the inner recesses of his fertile mind to hold the franchise above water. Practice was held where an empty lot could be found and box lunches provided the meals on the road... and sometimes at home.

Yet Bell built a solid founda-

tion to keep the Eagles in Philadelphia, and when he sold the franchise to Alexis Thompson in 1941, the club began to take even more solid form. Coach Greasy Neale led the Eagles to a divisional championship in 1947 and NFL crowns in both 1948 and 1949.

Since that time and through further changes in ownership, the Eagles have produced some of the game's great players like Steve Van Buren, Chuck Bednarik, Norm Van Brocklin, Bosh Pritchard, Davey O'Brien and others. Solid backing by Philadelphia fans through the years has also been a trademark of the club.

## Philadelphia 1970 Schedule

September 20	DALLAS	1:00 p.m.
September 27	at Chicago	1:00 p.m.
October 4	WASHINGTON	1:00 p.m.
October 11	at New York Giants	1:00 p.m.
October 18	ST. LOUIS	1:00 p.m.
October 25	at Green Bay (Mil)	1:00 p.m.
November 1	at Dallas	1:00 p.m.
November 8	MIAMI	1:00 p.m.
November 15	ATLANTA	1:00 p.m.
November 23	NEW YORK GIANTS	9:00 p.m.
November 29	at St. Louis	1:00 p.m.
December 6	at Baltimore	2:00 p.m.
December 13	at Washington	1:00 p.m.
December 20	PITTSBURGH	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Philadelphia	20	CLEVELAND	27
"	41	PITTSBURGH	27
"	7	DALLAS	38
"	20	Baltimore	24
"	14	Dallas	49
"	13	NEW ORLEANS	10
"	23	New York	20
"	28	Washington	28
"	17	LOS ANGELES	23
"	34	St. Louis	30
"	17	New Orleans	26
"	29	WASHINGTON	34
"	3	ATLANTA	27
"	13	San Francisco	14
TOTALS	279		377

FINAL RECORD: WON 4 — LOST 9 — TIED 1

(Home Games Capitalized)

# Philadelphia Key Players



**BILL BRADLEY, DB, 5-11, 190, 2d Yr., Age 23, Texas.**

Versatile player had fine rookie season with Eagles in '69, working as defensive safety and serving as club's punter. Had a 56-yard interception for a TD, punted high and well for 39.8 average, and was punt return and kickoff return man too.

**JOE CAROLLO, Tackle, 6-2, 265, 9th Yr., Age 30, Notre Dame.**

Came to the Eagles in trade with Rams prior to last season, and turned in outstanding job as regular RT. Has played in 111 consecutive games in NFL, testimonial to strength and endurance. A Pro Bowl choice in 1969.



**BEN HAWKINS, SE, 6-0, 180, 5th Yr., Age 26, Arizona State.**

Smooth, long striding speedball is among top threats in the league. Led NFL in '67 with 1,265 yards gained on 59 catches, came back with 43 grabs for 761 yards last year. Has scored 23 TDs in past three campaigns. Great hands.

**DICK HART, Guard, 6-2, 251, 4th Yr., Age 27, No College.**

Rugged performer didn't attend college since he had signed baseball contract and went on to play four years in Braves farm system. Signed as free agent with Eagles in 1966, made NFL All-Rookie team in 1967. Steady and strong player.



**DAVE LLOYD, LB, 6-3, 248, 12th Yr., Age 34, Georgia U.**

Joined Eagles in 1963 in trade with Detroit and he's been the regular middle linebacker ever since. Extremely durable and tough performer. Has made 14 interceptions for 202 yards with Eagles, can double as kickoff specialist.

**HAROLD JACKSON, WR, 5-10, 175, 3rd Yr., Age 24, Jackson St.**

Swiftly came to Philly in trade with Rams and promptly became a star. Had been a reserve with L.A., but moved into starting lineup with Eagles and led club with 65 catches for 1,116 yards and nine touchdowns. Led NFL in yardage, made Pro Bowl team.



**TIM ROSSOVICH, DE, 6-4, 245, 3rd Yr., Age 24, USC.**

Eagles' No. 1 draft choice in 1968 stepped right into lineup as rookie and did exceptionally fine job. Very quick defender who is tough and able with outstanding desire to excel. Does fine job of rushing the passer.

**LEROY KEYES, RB, 6-3, 210, 2nd Yr., Age 23, Purdue.**

Top draft choice of 1969 played both offense and defense in his rookie year, still managed to rush for 361 yards, second top mark on club. Also had 29 pass catches for 276 yards and did some kickoff return work. Great potential for stardom.





**JIM SKAGGS, Guard, 6-3, 250, 8th Yr., Age 30, Washington.**

Inspirational type player who has been hampered by knee surgery, yet who comes back to play with spirit, determination. Rated as very fine pass blocker and sweep leader. Was a No. 10 draft choice in 1962 after All-Coast honors.

**NORM SNEAD, QB, 6-4, 215, 10th Yr., Age 31, Wake Forest.**

Came to Eagles in trade with Redskins for Sonny Jurgensen. Had 11 TD pitches in '68 after breaking leg and missing several games. Had best year in '67 when he threw for 29 TDs, gained 3,399 yards. Career totals are 142 TD passes, 21,655 yards.



**MEL TOM, DE, 6-4, 245, 4th Yr., Age 29, San Jose State.**

Drafted No. 6 as a future in 1966, originally reported as a linebacker. Played mostly with special teams in '67, but came on to get job as defensive end in 1968. Native of Hawaii is strong, quick, has great potential. Determined and aggressive.

**RON PORTER, LB, 6-3, 232, 4th Yr., Age 24, Idaho.**

Another good trade for Eagles brought Porter to Philly from Baltimore Colts. Stepped into starting role as RLB immediately and proved to be a rugged battler, outstanding competitor. Helps give Eagles solid corps of linebackers.



**TOM WOODESHICK, FB, 6-0, 225, 8th Yr., Age 29, West Virginia.**

Had finest year in '68, ranking as No. 3 rusher in the league with 947 yards and 4.4 average. Also grabbed 36 passes for another 328 yards. Very strong runner and blocker with great spirit and determination. Member of kickoff team before taking over regular job.

## **Jerry Williams**

### *Head Coach*



The 1970 season will mark Jerry Williams' second year as a head coach in the NFL, but he brings with him a wealth of experience as the new head man at Philadelphia. Jerry began his pro career in 1949 as a defensive back with the Los Angeles Rams where he set a record at that time by running back a missed field goal 99 yards for a TD against the Packers. He went to the Eagles in 1953 as an offensive back and led the club in total offense, then retired as a player to become head coach at Montana State from 1965-'67. Williams returned to the Eagles as a defensive coach in 1958 and remained there through the 1963 season, helping the club to the 1960 NFL championship win over the Packers. From that fine job, Williams moved to Canadian League football as the head coach of the Calgary Stampeders and became the winningest coach in Calgary History, leading the club to two regular season titles and the first Grey Cup appearance for Calgary in 19 years. He was cited Coach of the Year in Canada in 1967. A fighter pilot during World War II, Williams also possesses a law degree from Temple University. He's rated as one of the most imaginative coaches in pro football . . . and with good reason.

# Philadelphia 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
38	Baker, S.	K	6-2	218	38	16	48	Johnson, J.	LB	6-3	230	24	2
85	Ballman, G.	WR	6-1	205	30	9	23	Jones, H.	RB	6-2	205	25	4
33	Blye, R.	RB	5-11	187	26	3	51	Kelley, I.	LB	5-11	224	26	5
28	Bradley, B.	DB	5-11	190	23	2	20	Keyes, L.	RB	6-3	208	23	2
87	Brown, F.	TE	6-5	237	27	5	12	Lawrence, K.	WR	5-11	181	23	2
—	Burris, B.	S	6-3	195	25	4	52	Lloyd, D.	LB	6-3	248	33	12
57	Calloway, E.	DT	6-6	241	22	2	45	Medved, R.	DB	6-1	200	26	5
76	Carollo, J.	T	6-2	265	30	9	10	Mira, G.	QB	5-11	190	28	7
66	Chuy, D.	G	6-1	255	28	8	26	Nelson, A.	DB	5-11	186	26	6
—	Crossman, D.	C	6-3	245	29	6	68	Nordquist, M.	C-G	6-4	246	24	3
—	Davis, N.	G	6-3	260	24	3	72	Peters, F.	DT	6-4	255	34	12
62	Dirks, M.	DT	6-2	246	24	3	88	Pettigrew, G.	DT	6-4	255	25	5
59	Evans, M.	C	6-5	250	24	3	22	Pinder, CyC.	RB	6-2	222	23	3
78	Graham, D.	T	6-3	250	30	7	50	Porter, R.	LB	6-3	232	24	4
61	Guillory, T.	LB	6-4	235	27	5	24	Ramsey, N.	DB	6-1	200	28	8
71	Hart, D.	G	6-2	251	27	4	30	Raye, J.	DB	6-0	185	24	2
18	Hawkins, B.	WR	6-0	180	26	5	82	Rossovich, T.	DE	6-4	250	24	3
86	Hill, F.	TE	6-2	215	26	6	70	Skaggs, J.	G	6-3	250	30	7
56	Hobbs, B.	LB	6-0	221	24	2	16	Snead, N.	QB	6-4	215	30	10
79	Howell, L.	T	6-5	257	28	8	58	Tom, M.	DE	6-4	249	28	4
13	Hughes, C.	WR	5-11	175	27	4	41	Wilson, L.	RB	5-11	204	25	3
83	Hultz, D.	DE	6-3	241	29	5	37	Woodeshick, T.	RB	6-0	222	28	8
29	Jackson, H.	WR	5-10	175	24	3	35	Young, A.	LB	6-1	232	24	3

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	ZABEL, Steve	TE	Oklahoma
2.	JONES, Raymond	DB	Southern U.
3.	BOUGGESS, Lee	RB	Louisville
4.	Choice to Atlanta		
5.	Choice to Atlanta thru New York Giants		
6.	Choice to St. Louis		
7.	BRENNAN, Terry	T	Notre Dame from Chicago
	Choice to Los Angeles		
8.	GORDON, Ira	T	Kansas State
9.	KING, David	LB	Stephen F. Austin
10.	JAGGARD, Steve	DB	Memphis State

# Philadelphia 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs	Kickoff Ret.	No.	Yds.	Avg.	Long	TDs
Woodeshick	186	831	4.5	21	4	Bradley	21	467	22.2	42	0
Keyes	121	361	3.0	28	3	Blve	19	370	19.4	35	0
Pinder	60	309	5.2	50	1	Keyes	9	200	22.2	34	0
Blve	8	25	3.1	11	0	Lawrence	5	97	19.4	24	0
Mira	3	16	5.3	6	0	Pinder	4	56	14.0	19	0
Jackson	2	10	5.0	6	0	Nelson	3	63	21.0	27	0
Wilson	5	7	1.8	4	0						

Passing	Att.	Comp.	Pct.	Yds.	TDs	Int.	Punt Ret.	No.	Yds.	Avg.	Long	Tds
Snead	379	190	50.1	2768	19	23	Bradley	28	186	6.6	37	0
Mira	76	25	32.9	240	1	5	Lawrence	2	26	13.0	18	0
Keyes	2	1	50.0	14	0	0	Hawkins	1	6	6.0	6	0
Bradley	1	0	0.0	0	0	0	Scarpatti	4	6	1.5	2	0

Pass Rec.	No.	Yds.	Avg.	Long	TDs	Punting	No.	Yds.	Avg.	Long
Jackson	65	1116	17.2	65t	9	Bradley	74	2942	39.8	60
Hawkins	43	761	17.7	58	8					
Ballman	31	492	15.9	80t	2					

Garman	31	492	15.9	80	2							
Keyes	29	276	9.5	35	0	Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Woodeshick	22	177	8.0	15	0	Baker	0	0	0	31	16	76
Pinder	12	77	6.4	20	0	Jackson	0	9	9	0	0	54
Hill	6	64	10.7	23	1	Hawkins	0	8	8	0	0	48
Hughes	3	29	9.7	15	0	Woodeshick	4	0	4	0	0	24

Interceptions	No.	Yds.	Avg.	Long	TDs	Keyes	3	0	3	0	0	18
						Snead	2	0	2	0	0	12
Scarpatti	4	54	13.5	34t	1	Bellman	0	2	2	0	0	12
Nelson	3	10	5.0	10	0	Bradley	1	0	1	0	0	6
Ramsey	2	26	13.0	26t	1	Hill	0	1	1	0	0	6
Lloyd	2	22	11.0	14	0	Ramsey	1	0	1	0	0	6
Bradley	1	56	56.0	56t	1	Scarpatti	1	0	1	0	0	6
Colman	1	11	11.0	11	0	Pinder	1	0	1	0	0	6

## Philadelphia All-Time Club Leaders

### RUSHING

Steve Van Buren, with 1,320 carries for 5,860 yards. (1944-'61)  
 Timmy Brown, with 850 carries for 3,703 yards. (1960-'67)

### PASSING

Tommy Thompson, with 723 completions in 1,396 attempts for 10,255 yards and 90 TDs. (1941-'42, '45-'50)  
 Sonny Jurgensen, with 602 completions in 1,107 attempts for 9,639 yards and 76 TDs. (1957-'63)

### PASS RECEIVING

Pete Retzlaff, with 452 receptions for 7,412 yards. (1956-'66)  
 Pete Pihos, with 373 receptions for 5,619 yards. (1947-'55)  
 Bobby Watson, with 311 receptions for 5,363 yards. (1951-'62)

### INTERCEPTIONS

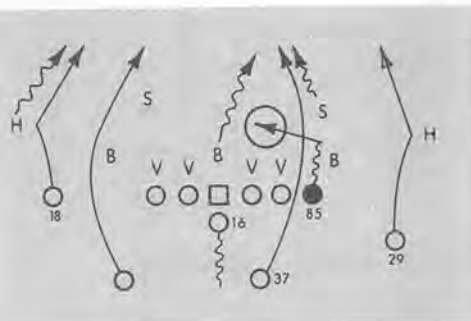
Don Burroughs, with 29. (1960-'64)  
 Ernie Steele, with 22. (1944-'48)

### SCORING

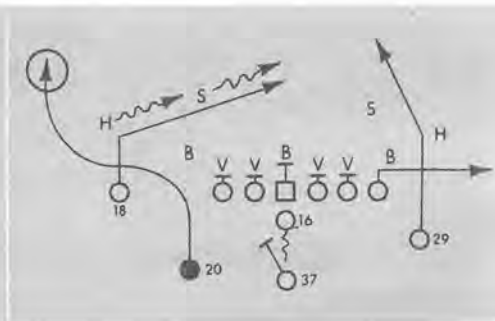
Bobby Watson, with 881 points. (1951-'62)  
 Steve Van Buren, with 464 points. (1944-'51)  
 Tommy McDonald, with 402 points. (1957-'63)

## The Big Play

The Philadelphia Eagles take full advantage of the threat posed by their two great deep receivers, Ben Hawkins (18) and Harold Jackson (29), to get tight end Gary Ballman (85), himself a top pass-catcher, free on crucial short-yardage situations. Both Hawkins and Jackson usually merit double coverage by the defense; in single coverage they are too much for one defensive back. In the tight end inside delay shown in Diagram A, the Eagles send their speedy wide receivers on deep routes and further complicate the defense's coverage assignments by circling halfback Tom Woodeshick (37) out of the backfield on another deep pattern. As these three Eagles fan out downfield, Ballman delays momentarily at the line, perhaps faking a block on the enemy's left corner linebacker, and then he shifts into high gear and breaks across the middle. If the linebackers have taken their normal pass drops, there should be an open zone for Ballman where quarterback Norm Snead (16) can hit him with a short, hard pass. With the secondary concentrating on Hawkins and Jackson, there also is a chance for Ballman to turn this short pass into a long-gainer.



**Diagram A**  
TIGHT END INSIDE DELAY



**Diagram B**  
HALFBACK SHOOT - AND - DRAW

No matter how much modern pass defense is refined, one of its most perplexing problems is how to have a linebacker, usually a bigger, slower man, cover a 9.9 halfback on a deep pass pattern. Usually in these situations, it is a mismatch, the edge being with the faster man, the halfback. In Diagram B, the Eagles attempt to free halfback Leroy Keyes (20), an elusive open-field runner, on what is called a halfback-shoot-and-down pass route. Split end Ben Hawkins (18) drives downfield and then across the middle, hoping to draw the defense to the inside. Keyes delays a second or two in the backfield, waiting for the defense to loosen up, and then circles to the outside. When he nears the sideline, Leroy turns straight upfield and puts on the burst of speed he hopes will leave the covering linebacker in his wake. If the defense drops a safetyman off to help the linebacker with Keyes, it leaves Hawkins in a one-on-one situation and quarterback Norm Snead (16) has the option of going deep to the split end



## Eagles in Action



**RUGGED** Fullback Tom Woodeshick has been one of the NFL's top runners over the past few seasons. Here's Woody running over a Saint in '69 action.



**DEFENDERS** Tim Rossovich and Mel Tom (58) of the Eagles double up to knock the Giants' Tucker Frederickson off for no gain.

# SAN FRANCISCO 49ers



**ONE of the NFL's truly outstanding runners is the 49ers' Ken Willard, who has led his club in rushing in each of the five years he's played. Here's Ken for a big gain against the Eagles.**

**T**he San Francisco 49ers were the first major professional team to operate in California's beautiful Bay area, establishing an AAFC franchise there in 1946. Founded by the late Tony Morabito, the pioneering efforts of the 49ers opened the San Francisco area not only to the best in pro football, but to major league baseball, basketball and hockey as well.

Some of the game's greatest names have worn the distinctive Forty Niner Gold and Scarlet trappings. From that first squad in 1946, start with quarterback Frankie Albert and running back Norm Standlee. Other fabled players of the club as it progressed

from the AAFC to the NFL were such as Hugh (The King) McElhenny, considered by many to be the finest all-around halfback ever, Y. A. Tittle, Leo Nomellini, Billy Wilson, Gordy Soltau and Joe (The Jet) Perry.

Imbued with Morabiot's credo of "Go first class or not at all," the 49ers, with well-balanced teams throughout their history, have long maintained a closeness with the city of San Francisco and its fans. This intangible spirit is such that the 49ers are as much a part of San Francisco as are the cable cars and bridges. The club has a formidable past, an impressive present and the promise of a strong future.

# San Francisco 1970 Schedule

September 20	.....	WASHINGTON	.....	1:00 p.m.
September 27	.....	CLEVELAND	.....	1:00 p.m.
October 4	.....	at Atlanta	.....	1:00 p.m.
October 11	.....	at Los Angeles	.....	1:00 p.m.
October 18	.....	NEW ORLEANS	.....	1:00 p.m.
October 25	.....	DENVER	.....	1:00 p.m.
November 1	.....	GREEN BAY	.....	1:00 p.m.
November 8	.....	at Chicago	.....	1:00 p.m.
November 15	.....	at Houston	.....	1:00 p.m.
November 22	.....	at Detroit	.....	1:00 p.m.
November 29	.....	LOS ANGELES	.....	1:00 p.m.
December 6	.....	ATLANTA	.....	1:00 p.m.
December 13	.....	at New Orleans	.....	1:00 p.m.
December 20	.....	at Oakland	.....	1:00 p.m.

(All times Local, Daylight or Standard)

# 1969 Regular Season Record

San Francisco	12	.....	Atlanta	24
"	7	.....	Green Bay (M)	14
"	17	.....	WASHINGTON	17
"	21	.....	LOS ANGELES	27
"	7	.....	ATLANTA	21
"	24	.....	Baltimore	21
"	14	.....	DETROIT	26
"	30	.....	Los Angeles	41
"	20	.....	BALTIMORE	17
"	38	.....	New Orleans	43
"	24	.....	Dallas	24
"	42	.....	CHICAGO	21
"	7	.....	Minnesota	10
"	14	.....	PHILADELPHIA	13
TOTALS	<u>277</u>			<u>319</u>

FINAL RECORD: WON 4 — LOST 8 — TIED 2

(Home Games Capitalized)

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## San Francisco Key Players

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**ELMER COLLETT, Guard, 6-4, 240, 4th Yr., Age 25, San Fran. State.**  
Tremendously strong and mobile athlete who had an outstanding year in 1969 and played in the Pro Bowl at season's end. Good pass blocker but even more effective when he pulls ahead of a running play. Was a 14th-round draft choice, but became a starter as a rookie.



**DOUG CUNNINGHAM, RB, 6-0, 190, 4th Yr., Age 25, Miss.**  
Contributed more than 1,000 yards running and pass catching in 1969 after having missed virtually all of the previous season. Last year, tied with rookie Gene Washington as 49er pass catching leader (51), and finished just 16 yards behind leading ground gainer Ken Willard.



**FORREST BLUE, Center, 6-5, 260, 3rd Yr., Age 25, Auburn.**  
Took over starting center job from the first in 1969 and is currently rated by his coaches as possibly the finest young center playing. Was No. 1 draft choice prior to the 1968 season. Is a fine athlete with good speed and range.



**EARL EDWARDS, DT, 6-6, 265, 2nd Yr., Age 25, Wichita.**  
Powerful, highly-competitive athlete who played both defensive end and defensive tackle — and even a little offense — filling in for injured players last year. Will stay on defense this year and could become one of the defensive stars of the game. Played two years of Canadian football.



**JOHN BRODIE, QB, 6-1, 203, 14th Yr., Age 34, Stanford.**  
Expected to be fully recovered from arm trouble that forced him out of three games in midseason last year. Still managed to finish 7th among NFL quarterbacks last year and had a brilliant final six-game performance in which he completed more than 60 per cent of his passes.



**JIMMY JOHNSON, DB, 6-2, 184, 10th Yr., Age 32, UCLA.**  
After years of mystifying neglect, Johnson's expertise at playing corner back was recognized last year with All-Pro honors and a selection to the Pro Bowl game. Quarterbacks have respected him for years and seldom throw in his direction. Only 82 passes were attempted in his area in 1969.



**GENE WASHINGTON, WR, 6-1, 186, 2nd Yr., Age 23, Stanford.**  
Caught 51 passes in 1969, his rookie season, to tie with Doug Cunningham for 49er team lead, rank 10th among NFL receivers. Has outstanding speed and sure hands. Was a first-round draft choice prior to the season, wound up the year playing in the Pro Bowl.



**CHARLIE KRUEGER, DT, 6-4, 270, 12th Yr., Age 33, Texas A&M.**  
An expert defensive tackle who rates with the best in the league, Krueger last year had a season rare for any player — he didn't miss a single play with his unit, nor on his special team assignments. Has been a defensive starter since 1959.



**ROOSEVELT TAYLOR, DB, 5-11, 186, 10th Yr., Age 33, Grambling.** Came to the 49ers from Bears in a midseason trade last year, started final six games for San Francisco. Years of experience, plus great speed and range make him one of the fine safeties. Came to the Bears in 1961 as a free agent.

**BOB WINDSOR, TE, 6-4, 229, 4th Yr., Age 27, Kentucky.**

Came into his own in 1969 after a couple of injury-plagued years. Won the starting job and is expected to keep it. Caught 49 passes for 597 yards and two TDs last year. Is considered an outstanding blocker. Was a 49er second-round draft choice.



**LEN ROHDE, Tackle, 6-4, 251, 11th Yr., Age 32, Utah State.**

Has been a 49er starter for eight years, last year received some All-Pro recognition. Has outstanding strength and quickness and rates as one of the best pass blockers. Made an off-season, NFL-sponsored trip to Vietnam.

**DAVE WILCOX, LB, 6-2, 237, 7th Yr., Age 28, Oregon.**

Regarded among the best of the game's outside linebackers, this swift, far-ranging performer won All-NFL honors in 1967, has played in the Pro Bowl the past two seasons. Has been a 49er starter since midway through his rookie season.



**KEN WILLARD, RB, 6-2, 222, 6th Yr., Age 27, North Carolina.**

Prototype power runner who has played in the Pro Bowl four of his five seasons, has already gained 3,575 yards, an average of 715 a season. Has caught 169 passes for 1,504 yards. Scored 10 TDs last season to bring his 5-year total to 39.



## **Dick Nolan**

### *Head Coach*

The year 1968 marked Dick Nolan's first season as head coach of the 49ers, and the young mentor led San Francisco to a 7-6-1 record in the tough Coastal Division. Just 37 years old, Nolan brought a wealth of playing and coaching experience with him to San Francisco, having spent six seasons as Tom Landry's chief defensive aide with the Dallas Cowboys. Nolan was a player-coach with the Cowboys in 1962, his last active season as a player, and thereupon became a full-time defensive assistant, receiving credit for helping build the staunch Cowboy defense which led the club to Eastern Conference honors in both 1966 and 1967. Nolan was a star at Maryland University and was a No. 4 draft choice of the New York Giants in 1954. He starred as a defensive back for the Giants and also played one season with the Chicago Cardinals before going to Dallas and finished his playing career with 23 interceptions. A rugged 185-pounder, Nolan was a sure, hard tackler and always a spirited performer, and has a history of championship involvement.

# San Francisco 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
79	Banaszek, C.	T	6-3	249	24	3	22	Lewis, G.	RB	6-1	230	28	7
50	Beard, E.	LB	6-1	219	30	6	43	Moore, G.	RB	6-1	200	22	2
—	Beier, T.	DB	5-11	190	25	3	57	Nunley, F.	LB	6-2	230	25	4
65	Beisler, R.	G-T	6-5	255	25	5	69	Peoples, W.	G	6-2	247	27	3
72	Belk, B.	DE	6-3	254	24	3	32	Phillips, M.	CB-S	6-2	198	28	5
75	Blue, F.	C	6-5	260	25	3	27	Randolph, A.	S	6-2	200	26	5
12	Brodie, J.	QB	6-1	203	34	14	76	Rohde, L.	T	6-4	251	32	11
66	Collett, E.	G	6-4	240	25	4	78	Silas, S.	DE-DT	6-4	255	30	8
42	Cunningham, D.	RB	6-0	190	25	4	* 1	Smith, N.	RB	5-6	156	26	4
36	Davis, T.	P-K	6-1	225	35	12	58	Sniadecki	LB	6-2	220	23	2
74	Edwards, E.	DE-DT	6-6	265	25	2	11	Spurrier, S.	QB	6-1	203	25	4
30	Fuller, J.	S	6-0	175	24	3	25	Taylor, R.	S	5-11	186	33	10
17	Gavric, M.	K	5-10	167	31	2	24	Thomas, J.	RB	6-1	216	23	2
20	Gossett, B.	K	6-2	225	28	7	45	Tucker, B.	RB	6-2	216	27	4
86	Hardy, K.	G-T	6-5	260	24	2	52	Vanderbundt, S.	LB	6-3	234	23	2
53	Hart, T.	DE	6-3	250	25	3	18	Washington, G.	WR	6-1	186	23	2
80	Hindman, S.	DE	6-3	235	26	5	64	Wilcox, D.	LB	6-2	237	28	7
37	Johnson, J.	CB	6-2	184	32	10	40	Willard, K.	RB	6-2	222	27	6
81	Johnson, L.	WR	6-1	204	25	2	89	Windsor, B.	TE	6-4	229	27	4
* 15	Kilgore, J.	P	6-1	205	26	6	88	Witcher, D.	WR	6-3	204	26	5
70	Krueger, C.	DT	6-4	270	33	12	48	Woitt, J.	S-CB	5-11	171	24	3
82	Kwalick, T.	TE	6-4	230	23	2	33	Wondolowski.	WR	5-10	168	23	2
60	Lakes, R.	DT	6-4	268	30	10							

\* Placed on waivers

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	HARDMAN, Cedric.....	DE	No. Texas State
	TAYLOR, Bruce.....	DB	Boston U. from Washington
2.	Choice to Los Angeles.....		
	ISENBARGER, John.....	RB	Indiana from Los Angeles thru Philadelphia
3.	Choice to Kansas City.....		
4.	WASHINGTON, Vic.....	WR	Wyoming
5.	McARTHUR, Gary.....	T	So. California
6.	CLARK, Rusty.....	QB	Houston
7.	STRONG, Jim.....	RB	Houston
8.	CAMPBELL, Carter.....	LB	Weber State
9.	RILEY, Preston.....	DB-WR	Memphis State
10.	SCHREIBER, Larry.....	RB	Tennessee Tech

# San Francisco 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs	Kickoff Ret.	No.	Yards	Avg.	Long	TDs
Willard ...	171	557	3.2	18	7	Smith .....	14	310	22.1	60	0
Cunningham	147	541	3.7	33	3	Cunningham	9	207	23.0	30	0
Thomas ...	23	190	8.2	75t	1	Fuller .....	8	155	19.3	26	0
Tucker ...	20	72	3.6	24t	2	Lewis .....	7	155	22.1	27	0
Brodie ...	11	62	5.6	15	0	Alexander ..	4	47	11.7	24	0
Spurrier ..	5	49	9.8	29	0	Edwards ....	2	3	1.5	3	0

Passing	Att.	Comp.	Pct.	Yds.	TDs	Int.	Punt Ret.	No.	Yards	Avg.	Long	TDs
Brodie ..	347	194	55.2	2405	16	15	Smith .....	10	46	4.6	15	0
Spurrier	146	81	57.3	926	5	11	Fuller .....	5	12	2.4	7	0
Cunningham	3	3	100.0	48	1	0	Alexander ..	4	-18	-4.5	0	0
							Cunningham	3	23	7.6	14	0

Pass Rec.	No.	Yds.	Avg.	Long	TDs
Washington	51	711	13.9	52	3
Cunningham	51	484	9.4	58	0
Windsor ....	49	597	12.1	32	2
Willard .....	36	326	9.0	36	3
Witcher ....	33	435	13.0	49	3
Thomas .....	18	364	20.2	75t	5
McNeil .....	17	255	15.0	80t	3
Tucker .....	14	104	8.0	18t	2

Punting	No.	Yards	Avg.	Long
Kilgore .....	36	1451	40.3	72
Davis .....	23	957	41.6	55
Spurrier .....	12	468	39.0	57

Interceptions	No.	Yards	Long	TDs
Alexander .....	5	39	34	0
Johnson .....	5	18	18	0
Wilcox .....	2	17	17	0
Taylor .....	2	15	15	0
Randolph .....	2	10	5	0
Woitt .....	1	57	57t	1
Fuller .....	1	31	31	0
Nunley .....	1	7	7	0
Krueger .....	1	0	0	0

Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Willard ..	7	3	10	0	0	60
Thomas ..	1	5	6	0	0	36
Gavric ..	0	0	0	22	3	31
Tucker ..	2	2	4	0	0	24
Davis ...	0	0	0	13	3	22
McNeil ..	0	3	3	0	0	18
Washington	0	3	3	0	0	18
Witcher ..	0	3	3	0	0	18
Cunningham	3	0	3	0	0	18
Windsor ..	0	2	2	0	0	12

# San Francisco All-Time Club Leaders

## RUSHING

Joe Perry, with 1,475 carries for 7,344 yards.

(1950-'60, '63)

## PASSING

John Brodie, with 1,870 completions in 3,422 attempts for 23,934 yards and 160 TDs.

(1957-'69)

## PASS RECEIVING

Billy Wilson, with 407 receptions for 5,802 yards.

(1951-'60)

## INTERCEPTIONS.

Kermit Alexander, with 36.

(1963-'69)

## SCORING

Gordy Soltau, with 644 points.

(1950-'58)

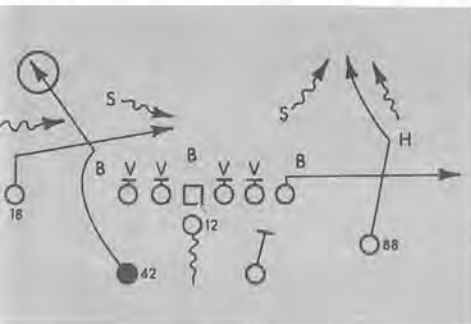
Tommy Davis, with 606 points.

(1959-'68)

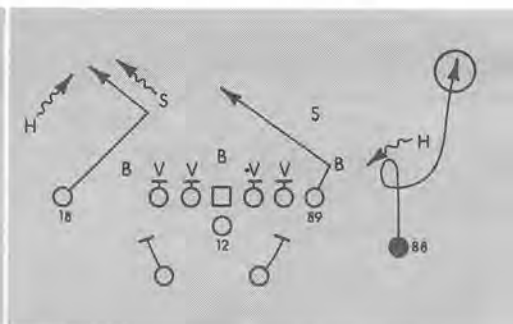


## The Big Play

San Francisco quarterback John Brodie (12) makes maximum use of all his pass receivers and is particularly adept at setting up situations that free his running backs to catch the ball. In Diagram A, Brodie challenges the defense deep by sending split end Gene Washington (18) down and across the middle from the left side and flanker Dick Witcher (88) far down the right side on a down-and-in. Since both of these receivers rate double coverage, the defensive corner backs and safetymen have their hands full. That's what Brodie wants. As the coverage unfolds downfield, halfback Doug Cunningham (42) slowly starts a circle route over the middle and then shifts into high gear and breaks deep to the outside. The right linebacker on defense might be able to cover Cunningham in the short zone but the deeper the 49er back runs, the harder it is for the slow linebacker to stay with him. This play can be especially effective after Brodie has completed one or two passes to his backs on the normal circle routes over the middle. Once the circle pass has been established, the defense becomes conscious of the over-the-middle zone and thus is often vulnerable when Cunningham changes direction and, instead of circling over the middle, races down the sideline.



**Diagram A**  
HALFBACK CIRCLE DOWN-AND-OUT



**Diagram B**  
FLANKER HITCH-AND-GO

The flanker-hitch-and-go pass shown in Diagram B is another San Francisco play which is usually set up by earlier calls on the part of quarterback John Brodie (12). Flanker Dick Witcher (88) works the short hitch pattern several times, driving his man deep and then hooking back so Brodie can hit him in the mid-section with a short, hard pass. If Witcher succeeds on this hitch pattern several times, the defensive corner back becomes conscious of it and may begin to play the San Francisco receiver a little tighter. When Brodie senses this tighter coverage, he is likely to call the flanker-hitch-and-go pattern. On this maneuver, Witcher starts exactly as he does on the hitch pass — that is, he drives at his defensive man, forcing him back, and then hooks toward the line of scrimmage. From this point, however, the strategy changes. As soon as the defensive back comes up to block the pass, Witcher turns suddenly and races deep down the sideline. Brodie pump-fakes a short pass and then lets fly with the bomb.

## 49ers in Action



**LINEBACKERS** Skip Vanderbunt (52) and Frank Nunley (57) make life a little uncomfortable for QB George Mira of Philadelphia. Mira got the pass away, but was dumped just as he threw.



**VETERAN** quarterback John Brodie gets set to launch a TD pass against the Eagles as running back Doug Cunningham gets set to throw a block for Brodie.

# ST. LOUIS CARDINALS



**ABOUT TO** be downed by Cardinal tacklers Bob Rowe (75) and Chuck Walker (79) is Tom Woodeshick of the Eagles. Rowe and Walker are key men in rugged St. Lou defensive line.

**W**hile the Cardinals are one of the charter members of the NFL, the club's history actually dates back to the year 1899, more than two decades before the formation of the NFL. It was in that year, before the turn of the century, that a husky young man named Chris O'Brien organized the Morgan A.C. football team in Chicago, and soon called his team the Racine Street Cardinals because of the color of the team's jerseys.

O'Brien's club represented that area for many years thereafter, and eventually joined the newly founded NFL. And, with such renowned

players as Paddy Driscoll, Duke Slater, Wilfrid Smith and Eddie Anderson, the Cardinals won their first NFL crown in 1925.

The club remained a Windy City fixture until 1960 when the franchise moved to its present location in St. Louis. Ownership of the Cardinals has been in the Bidwill family since 1933, and the length of this family ownership is matched or surpassed by only four other clubs in pro football. Famed players have included Driscoll, Ernie Nevers, Charley Trippi, Marshall Goldberg, Elmer Angsman and many others.

## St. Louis 1970 Schedule

September 18	.....at Los Angeles	.....8:00 p.m.
September 27	.....WASHINGTON	.....1:00 p.m.
October 4	.....DALLAS	.....1:00 p.m.
October 11	.....NEW ORLEANS	.....1:00 p.m.
October 18	.....at Philadelphia	.....1:00 p.m.
October 25	.....at New York Giants	.....1:00 p.m.
November 1	.....HOUSTON	.....1:00 p.m.
November 8	.....BOSTON	.....1:00 p.m.
November 16	.....at Dallas	.....8:00 p.m.
November 22	.....at Kansas City	.....3:00 p.m.
November 29	.....PHILADELPHIA	.....1:00 p.m.
December 6	.....at Detroit	.....1:00 p.m.
December 13	.....NEW YORK GIANTS	.....1:00 p.m.
December 20	.....at Washington	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

St. Louis	3	.....Dallas	24
"	20	.....CHICAGO	17
"	27	.....Pittsburgh	14
"	17	.....Washington	33
"	10	.....MINNESOTA	27
"	21	.....Cleveland	21
"	42	.....NEW ORLEANS	51
"	42	.....NEW YORK	17
"	0	.....Detroit	20
"	30	.....PHILADELPHIA	34
"	47	.....PITTSBURGH	10
"	6	.....New York	49
"	21	.....CLEVELAND	27
"	28	.....Green Bay	45
TOTALS	<u>314</u>		<u>389</u>

FINAL RECORD: WON 4 — LOST 9 — TIED 1

(Home Games Capitalized)

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## St. Louis Key Players

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**PETE BEATHARD, QB, 6-2, 210, 7th Yr., Age 28, U.S.C.**

Came to Cardinals in off-season deal for Charley Johnson. Had 180 completions for 2,455 yards and 10 TDs with Houston in 1969 after missing five games in '68 with appendicitis. Originally went to Oilers in trade with Kansas City.

**CID EDWARDS, RB, 6-2, 230, 3rd Yr., Age 26, Tennessee St.**

Big, bruising back came into his own last year to lead club in rushing with 504 yards and fine 4.7 average. Great acceleration and speed for big man. Also caught 23 passes for 309 yards and is a strong blocker.



**JOHN GILLIAM, WR, 6-1, 195, 4th Yr., Age 25, So. Carolina St.**

Came to Cardinals in 1969 trade, turned out to be outstanding acquisition by grabbing 52 passes for 997 yards and nine touchdowns. Great speed, he also had a 30.8 average on kickoff returns, including 100-yard TD.



**JIM HART, QB, 6-2, 205, 5th Yr., Age 26, So. Illinois.**

Free agent who became starting QB when Charlie Johnson entered Army. Came through with 192 completions, 3,008 yards and 19 TDs in '67, but production fell off last year to 84 connections, 6 TDs, and 1,086 yards. Has poise, fine arm.



**CHUCK LATOURETTE, P-DB, 6-0, 190, 4th Yr., Age 25, Rice.**

All-around performer was out all of last year with injury, but should lend plenty to attack with return to action. Led NFL in both kickoff return and punt return yardage in 1968, also punted for a 41.6 yard average. Good speed, great hustler.



**ERNIE McMILLAN, Tackle, 6-6, 260, 10th Yr., Age 32, Illinois.**

All-Pro performer is rated one of very best in league. Sparkles particularly on pass protection, is solid out in front of runner, has spirit and hustle. A No. 13 draft choice for 1961, he's been in Pro Bowl three times.



**FRED HERON, DT, 6-4, 255, 5th Yr., Age 26, San Jose St.**

Very aggressive defensive tackle has improved each year since he has been a starter. Gives club a very quick and strong pass-rusher, and is strong against the run as well. Has potential to become a standout performer in league.



**JAMIE RIVERS, LB, 6-2, 235, 3rd Yr., Age 24, Bowling Green.**

Had outstanding rookie year in 1968, but was hampered by injuries through most of 1969. When he's healthy, he is definitely a top performer with a great future in front of him. Strong points are aggressive hitting, wide range, fine pursuit.





**JACKIE SMITH, TE, 6-4, 230, 8th Yr., Age 30, N.W. Louisiana.**

Outstanding TE has had a string of top seasons for Cardinals. Led team in receptions 1966-68, had 43 catches last year for 561 yards. Set club record of 1,205 yards gained receiving in 1967. Now has 309 catches during sparkling career.

**LARRY STALLINGS, LB, 6-2, 230, 8th Yr., Age 29, Georgia Tech.**

Like Charlie Johnson, had been strictly a weekend player because of Army duty during past seasons. Was a tackle in college, made switch to LB in pros without a hitch. Has fine range, good speed, and is a rugged tackler.



**CHUCK WALKER, DE, 6-3, 250, 7th Yr., Age 29, Duke.**

One of the league's top pass rushers, blessed with strength and agility. First a defensive tackle, he was switched to DE in 1968 and turned in solid performance. Teams with Brumm for solid pair of rushers. All-conference honors at Duke.

**DAVE WILLIAMS, WR, 6-2, 205, 4th Yr., Age 25, Washington.**

Led club in receiving last year with 56 catches for 702 yards and seven TDs. This followed a 43-catch season in 1968 for 682 yards and six TDs. Outstanding moves, fine speed, he ranks as one of top receivers right now . . . and is truly outstanding prospect.



**LARRY WILSON, DB, 6-0, 190, 11th Yr., Age 32, Utah.**

Perennial All-Pro safetyman. Seven times in Pro Bowl, noted for his hustle, great leadership. Outstanding tackler, he holed St. Louis records for interceptions (40), TDs by interception (5), and longest return for TD (96 yards). Great player.

**Charlie Winner**  
*Head Coach*



A sound football fundamentalist with a wide background of experience on every level of the game, Charlie Winner has led the Cardinals to a four-year mark of 27-25-4 . . . which happens to be exceptional when you consider that the club has had an abnormally high incidence of injuries to key players over that span. In 1968, the Cardinals posted a fine 9-4-1 mark to finish just behind the Browns (10-4) for Century Division honors. Winner lost the services of his quarterback Charlie Johnson to Army duty for the 1967-68 seasons. Before being named head coach of the Cardinals, Winner served for 12 years as an assistant with the Baltimore Colts. He began his career in 1954 as an end coach, later handled the defensive backfield responsibilities, and then assumed overall command of the Colts' defense. Thus, he was given much of the credit for Baltimore's strong defensive teams of the late 1950s. By the same token, he has also won the reputation of being an imaginative and free-wheeling offensive coach, so well-steeped is he in all aspects of the game. Winner also happens to have a famous father-in-law, former Colt head coach Weeb Ewbank, now of the New York Jets.

# St. Louis 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
25	Bakken, J.	K	6-0	195	29	9	50	Mulligan, W.	C	6-2	245	23	2
10	Beathard, P.	QB	6-2	210	28	7	51	Olerich, D.	LB	6-2	225	25	4
89	Brown, B.	TE	6-3	225	27	3	71	Reynolds, B.	T	6-5	265	31	8
24	Brown, T.	S	6-1	210	23	2	53	Rivers, J.	LB	6-2	235	24	3
** 86	Brumm, D.	DE	6-4	245	28	8	23	Roland, J.	RB	6-2	215	26	5
31	Daanen, J.	WR	6-0	190	25	3	34	Rosema, R.	LB	6-2	230	24	3
61	DeMarco, Bob	C	6-2	245	31	10	75	Rowe, B.	DT	6-4	255	24	4
39	Edwards, C.	RB	6-2	230	26	3	42	Sanders, L.	CB	6-3	205	28	8
76	Emerson, V.	T	6-5	260	24	2	82	Schmiesing, J.	DT	6-4	250	25	3
20	Farr, M.	CB	6-1	190	26	6	27	Shivers, R.	RB	5-11	200	27	5
44	Gilliam, J.	WR	6-1	195	24	4	81	Smith, J.	TE	6-4	235	30	8
55	Goode, I.	G	6-5	255	29	9	87	Snowden, C.	DE	6-4	250	23	2
* 64	Gray, K.	G	6-2	250	34	13	67	Stallings, L.	LB	6-2	230	28	8
17	Hart, J.	QB	6-2	205	26	5	21	Stovall, J.	S	6-2	195	29	8
56	Healy, C.	LB	6-3	235	22	2	79	Walker, C.	DE	6-3	250	28	7
74	Heron, F.	DT	6-4	260	25	5	22	Wehrli, R.	CB	6-1	195	22	2
88	Hyatt, F.	WR	6-3	210	23	3	63	Williams, C.	T	6-2	250	29	4
70	Krueger, R.	DE	6-4	250	23	2	80	Williams, D.	WR	6-2	210	24	4
36	Lane, M.	RB	6-0	220	28	3	8	Wilson, L.	S	6-0	195	32	11
26	Latourette, C.	P-S	6-0	190	24	3	37	Wilson, M.	S	5-11	200	23	2
73	McMillan, E.	T	6-6	255	32	10	41	Wright, N.	CB	5-11	180	23	2
60	Meggyesy, D.	LB	6-1	230	28	8	* —	Wilbur, J.	G	6-3	240	27	5

\* Retired

\*\* Placed on waivers

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	STEGENT, Larry .....	RB	Texas A&M
2.	CORRIGALL, James.....	LB	Kent State
	HUTCHISON, Charles.....	G	Ohio State
	from New York Giants		
3.	PITTMAN, Charles.....	G	Ohio State
	HARRIS, Eric .....	DB	Colorado
	from Washington		
4.	LENS, Greg.....	DT	Trinity, Tex.
	PARISH, Don.....	LB	Stanford
	from Atlanta		
5.	LLOYD, Tom.....	T	Bowling Green
	PIERSON, Barry .....	DB	Michigan
	from Dallas		
6.	MANUEL, James.....	T	Toledo
	from Philadelphia		
	Choice to Chicago.....		
7.	McFARLAND, Jim.....	TE	Nebraska
8.	BANKS, Thomas.....	C	Auburn
	HOLMGREN, Mike.....	QB	So. California
	from Detroit		
9.	WHITE, Paul .....	RB	Texas, El Paso
10.	PLUMMER, Tony .....	DB	Pacific



## St. Louis 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs		No.	Yards	Long	TDs		
Edwards ..	107	504	4.7	48	3	Wright .....	2	41	21	0		
Roland ...	138	498	3.6	21	5							
Crenshaw .	55	172	3.1	26t	3	Kickoff Ret.	No.	Yds.	Avg.	Long	TDs	
Shivers ...	27	115	4.3	15	2	Lane .....	20	523	26.2	69	0	
						T. Brown ...	15	320	21.3	28	0	
						Gilliam .....	11	339	30.8	100t	1	
Passing	Att.	Comp.	Pct.	Yds.	TDs	Int.						
Johnson	260	131	50.4	1847	13	13	Punt Ret.	No.	Yds.	Avg.	Long	TDs
Hart ...	169	84	49.7	1086	6	12	Wehrli .....	13	65	5.0	25	0
							Roland .....	10	53	5.3	8	0
Pass Rec.	No.	Yds.	Avg.	Long	TDs							
D. Williams	56	702	12.5	61	7	Punting	No.	Yds.	Avg.	Long		
Gilliam .....	52	997	19.2	84t	9	Hill .....	73	2746	37.8	57		
Smith .....	43	561	13.1	34	1							
Edwards .....	23	309	13.4	37	0							
Interceptions	No.	Yds.	Long	TDs		Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Atkins .....	3	74	42	0		Bakken ..	0	0	0	38	12	74
Wehrli .....	3	44	44	0		Gilliam ..	1*	9	10	0	0	60
						D. Williams	0	7	7	0	0	42
						Roland ..	6t	0	6	0	0	36

\*1 kickoff return

†1 punt return

## St. Louis All-Time Club Leaders

### RUSHING

Charley Trippi, with 687 carries for 3,511 yards. (1947-'55)  
 John David Crow, with 784 carries for 3,489 yards. (1958-'64)  
 Ollie Matson, with 761 carries for 3,331 yards. (1952, '54-'58)

### PASSING

Charlie Johnson, with 1,030 completions in 2,047 attempts for 14,928 yards and 108 TDs. (1951-'69)

### PASS RECEIVING

Bobby Joe Conrad, with 418 receptions. (1958-'68)  
 Sonny Randle, with 328 receptions. (1959-'66)

### INTERCEPTIONS

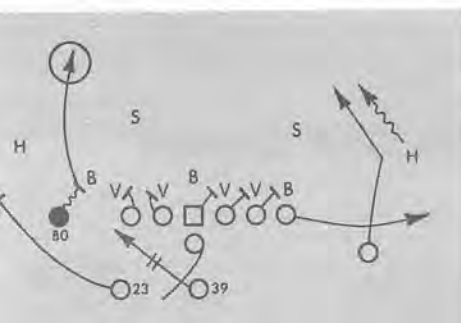
Larry Wilson, with 40. (1960-'69)  
 Dick Lane, with 30. (1954-'59)  
 Pat Fischer, with 26. (1961-'67)

### SCORING

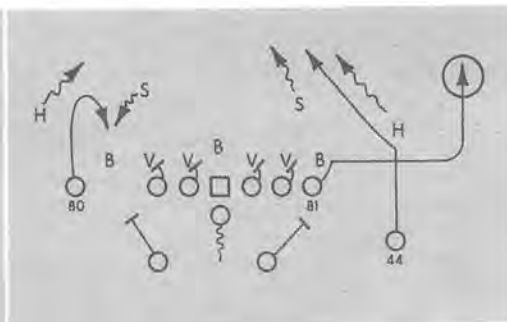
Jim Bakken, with 660 points. (1962-'69)  
 Pat Harder, with 389 points. (1946-'50)  
 Bobby Joe Conrad, with 389 points. (1958-'68)

## The Big Play

One of the basic aims of a good offense is to cause the defense to hesitate — even for a split second — as the play unfolds. If this tactic is successful and if there is a moment of uncertainty on the part of the defense, the offense's percentages go up. This is what the St. Louis Cards' play-action pass shown in Diagram A strives to achieve. The idea here is to make the defense react to a running play — an off-tackle slant by big Cid Edwards (39) — and then go deep to split end Dave Williams (80) on an aerial thrust. The Cards' line blocks aggressively as Edwards fakes taking a handoff and drives into the tackle hole. Williams, meanwhile, throws a crack-back block on the enemy's right linebacker, making the play look even more like a run. This action is usually enough to bring the defensive halfback and safetyman up from the secondary to help make the tackle on Edwards. When Williams senses this reaction, he slides off his block and quickly breaks down the field, hoping to catch the defensive backs coming in. If Dave gets a step or two lead before they can recover, he's a good bet to be open in the deep zone for the long bomb pass. This is a difficult play for the defense because, if it commits too strongly to the run, Williams is bound to get open for the pass.



**Diagram A**  
PLAY-ACTION PASS



**Diagram B**  
SQUARE OUT AND DOWN

In Jackie Smith (81), the St. Louis Cardinals have a big, fast tight end who can do everything most wide receivers in the NFL can do. In the tight end square-out-and-down shown in Diagram B, the Cardinals take advantage of Smith's fine speed by turning what looks to be a short pass pattern into a deep route down the field. St. Louis uses its wide receivers, Dave Williams (80) and John Gilliam (44), as decoys to try and set the secondary up for Smith's long thrust. Williams runs a quick hitch pattern on the left, drawing the safety and halfback in close. The swift Gilliam executes a down-and-in on the right, exerting coverage pressure on both the halfback and the safety. As his teammates run their diversionary routes, Jackie fights past the linebacker, takes several steps upfield to lure the safetyman in close — and then breaks sharply to the sideline. This move gets Smith clear of the linebacker. When the safety does close in, Jackie executes yet another move — this one a 45-degree turn up the field.

## Cardinals in Action



**LINEBACKER** Larry Stallings has a grip on Detroit's Bill Triplett as Roger Wehrli (22) and Larry Wilson (8) come on to lend a hand.



**TOP** Cardinal receiver Dave Williams has made the catch, now holds onto ball as he waits for blockers to help him out in this action against Philadelphia.

# WASHINGTON REDSKINS



**THE NFL's No. 1 passer in 1969, Sonny Jurgensen gets off one of his 22 TD passes—this one against Dallas as Bob Lilly (74) charges in too late.**

**W**hen you talk about spectacular debuts, the Washington Redskins must rank at the top in pro football annals. In their first year of play in Washington back in 1937, George Preston Marshall's team delighted capital city fans by winning the Eastern title with an 8-3 record, then skinned the Chicago Bears 28-21 for NFL supremacy behind the great Sammy Baugh.

Marshall had originally started his franchise in Boston in 1932, calling his team the Braves. A year later, he changed the name to the Redskins, and in 1937 moved the operation to Washington. There, Baugh led the way to the championship and the Redskins became

a fixture in D.C., with a loyal following of congressmen, senators, cabinet members, generals and admirals making up one of the most rabid and glamorous cheering sections down through the years.

The Redskins were the first team to have their own broadcasting network, were first to telecast coast-to-coast, and were also the first to have their own marching band. And, from the fabled Baugh down through the present day stars, the Redskins have always been a colorful team. All of this is reflected in that spectator support, which has now produced 42 consecutive home game capacity throngs.

## Washington 1970 Schedule

September 20	.....at San Francisco	1:00 p.m.
September 27	.....at St. Louis	1:00 p.m.
October 4	.....at Philadelphia	1:00 p.m.
October 11	.....DETROIT	1:00 p.m.
October 19	.....at Oakland	6:00 p.m.
October 25	.....CINCINNATI	1:00 p.m.
November 1	.....at Denver	2:00 p.m.
November 8	.....MINNESOTA	1:00 p.m.
November 15	.....at New York Giants	1:00 p.m.
November 22	.....DALLAS	1:00 p.m.
November 29	.....NEW YORK GIANTS	1:00 p.m.
December 6	.....at Dallas	3:00 p.m.
December 13	.....PHILADELPHIA	1:00 p.m.
December 20	.....ST. LOUIS	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Washington	26	.....New Orleans	20
"	23	.....Cleveland	27
"	17	.....San Francisco	17
"	33	.....ST. LOUIS	17
"	20	.....NEW YORK	14
"	14	.....Pittsburgh	7
"	17	.....Baltimore	41
"	28	.....PHILADELPHIA	28
"	28	.....DALLAS	41
"	27	.....ATLANTA	20
"	13	.....LOS ANGELES	24
"	34	.....Philadelphia	29
"	17	.....NEW ORLEANS	14
"	10	.....Dallas	20
TOTALS	<u>307</u>		<u>319</u>

FINAL RECORD: WON 7 — LOST 5 — TIED 2

(Home Games Capitalized)

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## Washington Key Players

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**TOM BROWN, DB, 6-1, 195, 7th Yr., Age 29, Maryland.**

Came to Redskins from Green Bay where he had been a regular safety, made big play in NFL title victory in 1967. Injured shoulder in first game last year, sat out campaign after surgery. If okay, can be big help in secondary.

**PAT FISCHER, DB, 5-9, 170, 10th Yr., Age 30, Nebraska.**

Smallest defensive player in league, tough little All-NFL and Pro Bowl cornerback came to 'Skins in '68 trade with Cardinals. Rugged tackler had two interceptions last year to bring career total to 33 steals for 571 yards returned.



**CHRIS HANBURGER, LB, 6-2, 218, 6th Yr., Age 29, No. Carolina.**

Pro Bowler last four seasons, he's among the lightest of linebackers in football, but has tremendous speed, great agility. Has knack of crashing in on quarterback from corner to either harass or dump the passer. Solid player.

**LEN HAUSS, Center, 6-2, 235, 6th Yr., Age 29, Georgia.**

One of the main reasons why Sonny Jurgensen has time to throw the football. Great pass blocker, solid all-around performer and fine offensive line leader. Has developed rapidly in past four years to rank among top centers.



**LARRY BROWN, RB, 5-11, 195, 2d Yr., Age 23, Kansas State.**

No. 8 draft choice turned out to be a great selection. Just missed Rookie of Year honors, rushed for 888 yards and 4.4 average, caught 34 passes for another 302 yards. Fine competitor, gave 'Skins much needed ground attack.

**SONNY JURGENSEN, QB, 6-0, 205, 14th Yr., Age 36, Duke.**

Gets better with age. Led NFL passers last year with 274 completions, 3,102 yards. Ranked No. 2 on alltime list, he passed the 200 TD mark last season, now has 213 lifetime. Great release, fearless leader. Holds NFL one-season marks.



**CARL KAMMERER, DE, 6-3, 243, 10th Yr., Age 33, Pacific.**

Came to Redskins in 1963 in trade with San Francisco. Has been outside linebacker before switching to defensive end. Has fine agility, speed, finesse and is a heady player. Equally as adept in pass-rush as against sweeps.

**VINCE PROMUTO, Guard, 6-1, 245, 11th Yr., Age 32, Holy Cross.**

One of outstanding interior linemen in NFL, he has been the starting right guard for Washington in all nine years with the club. Was No. 4 draft selection in 1960, he was a linebacker at Holy Cross. Has been named to Pro Bowl twice.





**WALTER ROCK, Tackle, 6-5, 255, 8th Yr., Age 30, Maryland.**  
Became Redskin prior to '68 season in trade with San Francisco, stepped into action early in season and displayed form which made him top offensive lineman with 49ers. Big, strong, agile, is fine pass blocker with savvy.

**RAY SCHOENKE, Guard, 6-4, 250, 7th Yr., Age 29, SMU.**  
Came to Washington in 1966 and won starting job as left guard. Veteran formerly played with Dallas, was acquired as a free agent. Can play either tackle or guard and his size and strength makes him fine blocker, either for passer or on sweeps.



**JERRY SMITH, TE, 6-2, 208, 6th Yr., Age 27, Arizona State.**  
No. 9 draft choice has been starter since 1966 and has been top receiver ever since. Had 54 catches for 682 yards and nine TDs last year, now has 220 receptions over past four years. Best year was '67 when he grabbed 67 for 849 yards, 12 TDs.

**RICKIE HARRIS, DB, 5-10, 182, 6th Yr., Age 27, Arizona.**  
Rugged little defensive back is versatile performer. Led club in interceptions with four for 81 yards returned, also paced club in punt returns and kickoff returns. His 11.3 average in former was second in NFL; one went for 86-yard TD.



**CHARLEY TAYLOR, WR, 6-3, 210, 7th Yr., Age 29, Arizona State.**  
Twice the NFL receiving champion ('67 and '68), he finished second last year with 71 catches for 883 yards and eight TDs. It marked third straight year he had caught more than 70 passes. Originally a halfback, has great speed, all-around ability.



## **Bill Austin** *Head Coach*

This marks Austin's second venture as a head coach in the NFL and continues a coaching career which began in 1958 at Wichita University. A star at Oregon State in his undergraduate days, Bill began his professional career as an offensive guard with the New York Giants in 1949 and was a standout at his position, winning Pro Bowl honors in 1954. He was also a vital cog in the Giants' 1956 NFL championship victory over the Chicago Bears. Austin's line coach then was Vince Lombardi... and when Vince moved on as head coach of the Green Bay Packers in 1959, Austin began his NFL coaching career by leaving Wichita and joining the Packers as Lombardi's assistant. He remained on the Green Bay staff for six years as the Packers began their dominant role in the NFL, leaving Green Bay after the 1964 season to accept a job as assistant with the Los Angeles Rams in 1965. In 1966, Austin was named head coach of the Pittsburgh Steelers at the age of 38, taking over a team which had posted a 2-12 record the year before. He led the Steelers to an improved 5-8-1 mark his first year. The Steelers fell off to 4-9-1 the following season, but continued to show Austin's trademark of a hard-hitting club. Austin left the Steelers after the 1968 campaign to rejoin Lombardi at Washington, and now inherits the old master's reins.



# Washington 1970 Veteran Roster

Pro						Pro					
No.	Name	Pos.	Ht.	Wt.	Age Yr.	No.	Name	Pos.	Ht.	Wt.	Age Yr.
** 20	Allen, G.	RB	6-1	200	29 5	5	Knight, C.	K	6-2	190	27 2
68	Banks, W.	G	6-2	237	24 3	40	Kopay, D.	RB	6-0	225	28 7
41	Bass, M.	CB	6-0	190	25 3	*—	Kortas, K.	T	6-3	255	27 7
16	Beban, G.	WR	6-1	195	24 3	80	Long, B.	WR	6-3	205	28 7
4	Bragg, M.	P	5-11	186	23 3	27	Love, J.	WR	5-10	185	26 3
43	Brown, L.	RB	5-11	195	23 2	30	Mercein, C.	RB	6-2	222	27 5
21	Brown, T.	S	6-1	195	29 7	82	Miller, C.	DE	6-5	246	32 9
26	Brunet, B.	RB	6-1	205	24 2	71	Musgrove, S.	DT	6-4	275	25 4
89	Carroll, L.	DE	6-7	250	26 3	85	McKeever, M.	LB	6-0	235	30 10
79	Crane, D.	DT	6-6	260	25 3	53	McClinton, H.	LB	6-2	235	23 2
34	Cropper, M.	WR	6-3	200	26 4	* 83	Norton, J.	DT	6-4	254	28 6
—	Denny, E.	RB	6-2	210	25 3	23	Owens, B.	S	5-11	190	27 5
—	Dial, B.	QB	6-2	195	27 2	65	Promuto, V.	G	6-1	245	32 11
51	Didion, J.	C-LB	6-4	245	22 2	88	Richter, P.	TE	6-5	230	29 8
63	Duich, S.	G	6-3	248	24 3	47	Roberts, W.	WR	5-9	163	27 6
32	Dyer, H.	RB	6-1	230	25 5	76	Rock, W.	T	6-5	255	29 8
37	Fischer, P.	CB	5-9	170	30 9	54	Roussel, T.	LB	6-3	235	25 3
—	Gaubatz, D.	LB	6-2	232	30 8	13	Ryan, F.	QB	6-3	207	34 13
55	Hanburger, C.	LB	6-2	218	29 6	62	Schoenke, R.	C-T	6-4	250	29 7
31	Harraway, C.	RB	6-2	215	26 5	87	Smith, J.	TE	6-3	208	27 6
46	Harris, R.	CB	5-10	182	27 6	74	Snowden, J.	T	6-3	255	28 6
56	Hauss, L.	C	6-2	235	28 7	42	Taylor, C.	WR	6-3	210	29 7
85	Hoffman, J.	DE	6-7	260	27 2	29	Vactor, T.	CB	6-0	185	26 2
9	Jurgensen, S.	QB	6-0	203	36 14	24	Wade, B.	S	6-2	200	25 4
66	Kammerer, C.	DE	6-3	243	33 10						

\* Traded to New York Giants

\*\* Placed on waivers

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	Choice to San Francisco .....		
2.	BRUNDIGE, Bill.....DE .....		Colorado
3.	Choice to St. Louis.....		
4.	Choice to Baltimore.....		
	LAAVEG, Paul.....T .....		Iowa
	from Minnesota thru Los Angeles thru New Orleans		
5.	SISTRUNK, Manuel...DT .....		Arkansas AM&N
	from New Orleans		
	PIERCE, Danny .....	RB	Memphis State
6.	Choice to Atlanta .....		
7.	MERRITT, Roland....WR .....		Maryland
	HARRIS, James.....DB .....		Howard Payne
	from Los Angeles		
8.	JOHNSON, Paul.....DB .....		Penn State
9.	SONNTAG, Ralph.....T .....		Maryland
10.	Choice to Green Bay.....		

# Washington 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs		No.	Yards	Long	TDs
Brown . . . .	202	888	4.4	57	4	Huff . . . . .	3	65	32	1
Harraway . . .	141	428	3.0	17	6	Bass . . . . .	3	31	31	0
Jurgensen . .	17	156	9.2	33	1	Owens . . . . .	3	24	15	0
Taylor . . . .	3	24	8.0	18	0	Fischer . . . . .	2	28	27	0
Dyer . . . . .	6	18	3.0	9	0	McKeever . . . . .	1	3	3	0
Smith . . . . .	3	8	2.9	6	0					
Kopay . . . . .	3	4	1.3	3	0					
Allen . . . . .	1	3	3.0	3	0					
Bragg . . . . .	1	3	3.0	3	0					
Passing	Att.	Comp.	Pct.	Yds.	TDs	Int.				
Jurgensen	442	274	.620	3102	22	15				
Ryan . . . . .	1	1	100.0	4	0	0				
Knight . . . .	1	0	.000	0	0	1				
Pass Rec.	N.	Yds.	Avg.	Long	TDs					
Taylor . . . . .	71	883	12.4	88	8					
Harraway . . .	55	489	8.9	64	3					
Smith . . . . .	54	682	12.6	28	9					
Long . . . . .	48	533	11.1	52	1					
Brown . . . . .	34	302	8.9	31	0					
Kopay . . . . .	6	60	10.0	11	0					
Roberts . . . .	4	66	16.5	22	0					
Dyer . . . . .	2	86	43.0	69	1					
Allen . . . . .	1	5	5.0	5	0					
Interceptions	No.	Yds.	Long	TDs						
Harris . . . . .	4	81	47	0						
Kickoff Ret.	No.	Yards	Avg.	Long	TDs					
Harris . . . . .	19	458	24.1	54	0					
Roberts . . . .	17	383	22.5	42	0					
Dyer . . . . .	11	207	18.0	25	0					
Kopay . . . . .	9	187	20.0	27	0					
Punt Ret.	No.	Yards	Avg.	Long	TDs					
Harris . . . . .	14	158	11.3	86t*	1*					
Roberts . . . .	12	32	2.7	25	0					
Punting	No.	Yds.	Avg.	Long						
Bragg . . . . .	70	2957	42.2	63						
Scoring	TDR	TDP	TDs	PAT	FG	Pts.				
Knight . . . .	0	0	0	35	16	83				
Smith . . . . .	0	9	9	0	0	54				
Harraway . . .	6	3	9	0	0	54				
Taylor . . . .	0	8	8	0	0	48				
Brown . . . . .	4	0	4	0	0	24				
Long . . . . .	0	1	1	0	0	6				

\*Led League in 1969

# Washington All-Time Club Leaders

## RUSHING

Don Boessler, with 780 carries for 3,112 yards.

(1957-'64)

## PASSING

Sammy Baugh, with 1,693 completions in 2,995 attempts for 22,085 yards and 186 TDs.

(1937-'52)

## PASS RECEIVING

Bobby Mitchell, with 393 receptions for 6,471 yards.

(1962-'68)

Hugh Taylor, with 272 receptions for 5,233 yards.

(1947-'54)

## INTERCEPTIONS

Sammy Baugh, with 31 (see note).

(1937-'52)

Paul Krause, with 27.

(1964-'67)

## SCORING

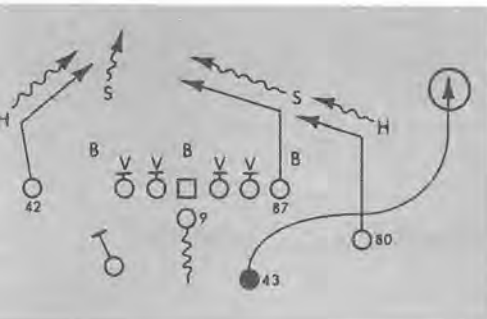
Bobby Mitchell, with 498 points.

(1962-'68)

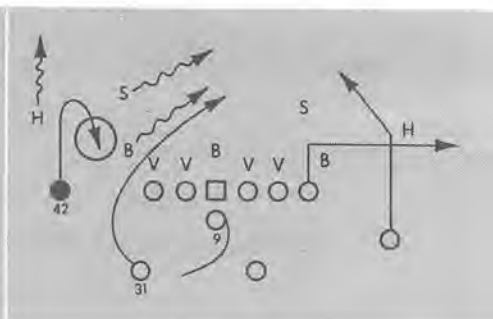
Note: (Interceptions were not part of records until 1940)

## The Big Play

Quarterback Sonny Jurgensen (9) of the Washington Redskins, one of the premier passers in the NFL, is an expert at using all of his potential receivers to confuse and cross up rival defenses. In Diagram A, for example, the Redskins run a pattern that puts extra pressure on the defense and creates a personnel match-up that can easily result in a Washington touchdown. Tight end Jerry Smith (87) and flanker Bob Long (80), both stationed on the right side, drive straight down the field to force the secondary into a deep zone and then drive over the middle, clearing the area where Jurgensen hopes to hit halfback Larry Brown (43) on a long down-and-out pattern. As Brown swings out of the Washington backfield, the only man left to pick him up is the left corner linebacker. The Redskin halfback runs parallel to the line of scrimmage, luring the linebacker wide, and then he turns upfield and races along the sideline. Usually in such a match-up, the advantage lies with the swifter offensive man, especially when the pass is thrown long. Jurgensen likes to resort to this call after he has softened up the defense by hitting Long and Charley Taylor (42) on a couple of deep patterns.



**Diagram A**  
HALFBACK OUT-AND-DOWN



**Diagram B**  
HITCH PASS TO TAYLOR

A big play for the Redskins in recent seasons has been the short hitch pass to Charley Taylor (42) which is outlined in Diagram B. Taylor, a 9.5 man, is such a threat to go deep for the long bomb that most defenses play him exceedingly loose — that is, the corner back lays back deeper so Charley can't use his blinding speed to get behind him. On the short hitch, halfback Charlie Harraway (31) circles out of the backfield to lure the outside linebacker away from the target zone. Taylor bursts off the line and bears down on the defensive back, who is usually starting to back-pedal to prevent himself from being beaten deep. When Taylor senses his man is playing him for the long bomb, he pulls up sharply and hooks back toward the line. Even as Taylor is pivoting, Jurgensen unleashes the football, aiming right for Charley's mid-section where the defensive man has little or no chance of knocking the ball away.

## Redskins in Action



**ALL-NFL receiver Jerry Smith has been a standout for past several years. Here's Jerry taking off after grabbing pass for big gain against Steelers. Smith had 54 grabs, nine TDs in '69.**



**AS A rookie in 1969, unheralded Larry Brown turned in a great season. Here's Brown racing for gain against Dallas, en route to a production of 888 yards rushing during 1969.**

# Offensive and

CHANGE MUST BE MET BY CHANGE



**P**rofessional football, with emphasis on size, speed, mobility and technology, is a constantly changing science. Some change occurs gradually, evolving over a period of time; other change is immediate and direct. In any form, change is vital to the maintenance of proper balance of power in the game.

Each innovation by the offense demands similar refinement by the defense. Change must be met with change—at the line of scrimmage or in the secondary. One phase of the game cannot afford to fall behind the other.

There will be change in 1970 in the NFL, just as there has been change every season for the past 50

# Defensive Trends

IN FAST-MOVING TACTICAL SHIFTS



years. The game moves steadily forward, shaping itself to the times and to the men who play it. Change---in the form of progress---is indispensable to winning.

## Two Key Trends

Various coaches polled by The Illustrated Digest of Pro Football predict two major trends on offense

for 1970: 1. More extensive use of quarterback sprint-out pass action. 2. The increased use of motion to coincide with multiple formations.

On defense they see widespread utilization of the "bump and run" style of pass coverage, and a general leaning toward the three-man pass rush and the employment of a fifth defensive back in the secondary.



The quarterback sprint-out series is particularly effective when used out of the I-formation shown in Diagram A. The Kansas City Chiefs, last year's Super Bowl champions, used the Power I all season with significant results. The New York Giants introduced their version, the Stacked-I, near the end of the season and won three big games against befuddled opponents. Many other pro clubs have installed one form of the I-formation or another to complement their regular offensive sets for 1970.

### **Sprint-Out From the "I"**

As seen in Diagram A, the sprint-out from the I-formation places particularly acute pressure on the outside linebacker. He must make a split-second evaluation as the play flows toward his side: pass or run? If he plays run and makes his penetration, the tight end or a halfback may easily get loose in the shallow flat zone for a short pass. If the linebacker drops off and plays pass, the running quarterback may pull the ball down and go for the yardage himself. It's almost like the old halfback pass-run option which was (and still is) very effective.

If the corner linebackers can be neutralized in this fashion, the entire defense is momentarily thrown off balance. This fraction of a second is all the attacking side needs to make the play successful. Once the linebacker makes up his mind and commits himself totally to either the run or the pass, the quarterback reacts accordingly. It's a two-man guessing game and there can be only one winner.

Another advantage of this sprint-out action from the I-formation is that it gives the quarterback a wider passing plane and puts him closer to

his receivers. Moving laterally as the receivers work into open areas enables the quarterback to see the pattern develop and this, in turn, allows him to hit his men the instant they have the greatest advantage on the defenders.

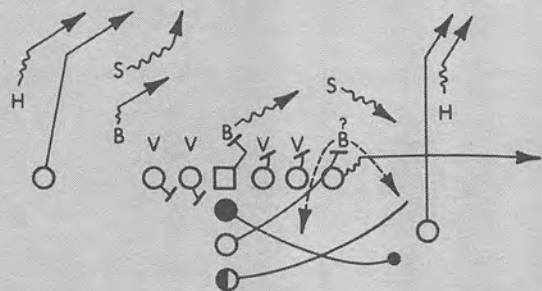
### **Sprint-Out From the "T"**

The sprint-out series can also be utilized from the standard T, as shown in Diagram B. The theory here is the same as in the I-formation: pressure the enemy's corner linebacker into committing himself one way or the other--and then attack. If the linebacker drives in to play the moving quarterback, throw over his head to a halfback sliding out into the flat; if the linebacker drops off to cover the halfback, run the ball right through his vacated zone. If he does neither, it indicates that the sprint-out series has made him uncertain and hesitant, afraid to move one way or the other. This is what a good offensive play is designed to do--freeze the defenders, even for a split second, and then strike quickly before they can recover.

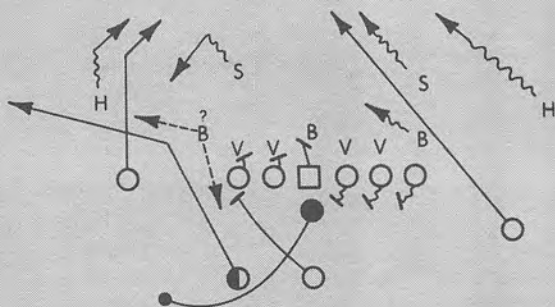
In the sprint-out series, the primary motion is supplied by the quarterback; he establishes the direction and the tempo of the offensive flow. In various other multiple formation, however, it is usually a halfback who starts in motion and forces the initial changes by the defending team. This motion, as seen in Diagrams C and D, can originate from either the I-formation or from the standard T.

The advantages of motion within a multiple offense are many. Most important, perhaps, is that the offense can almost predict the defensive coverage in a given situation. Motion also isolates the best

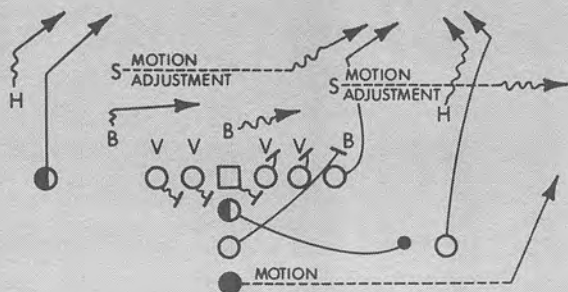




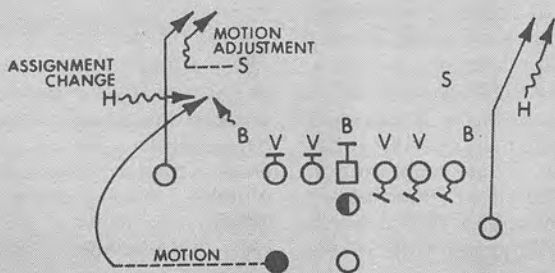
A



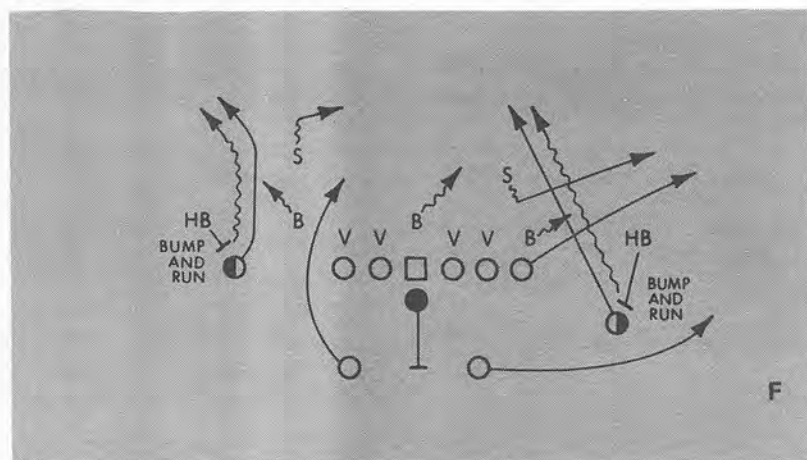
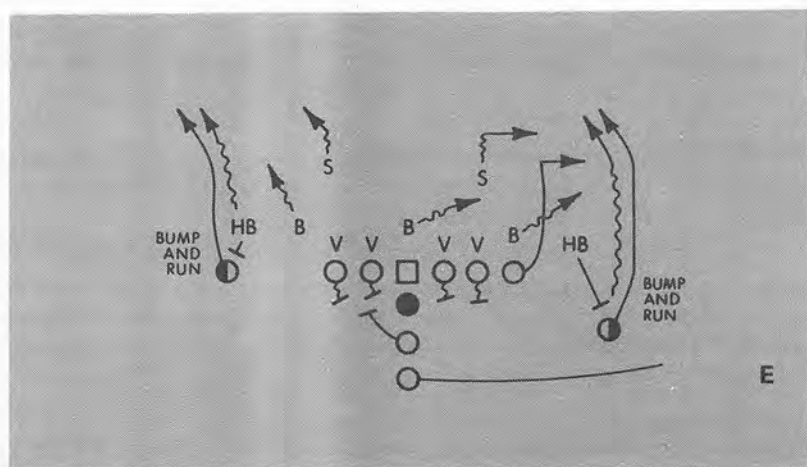
B



C



D



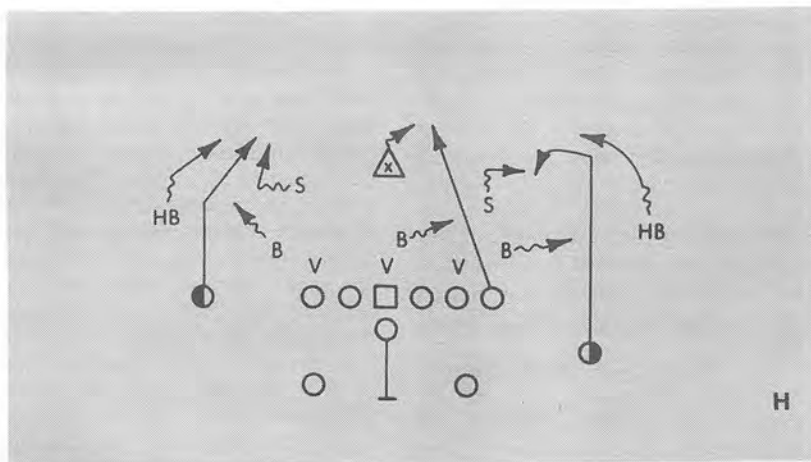
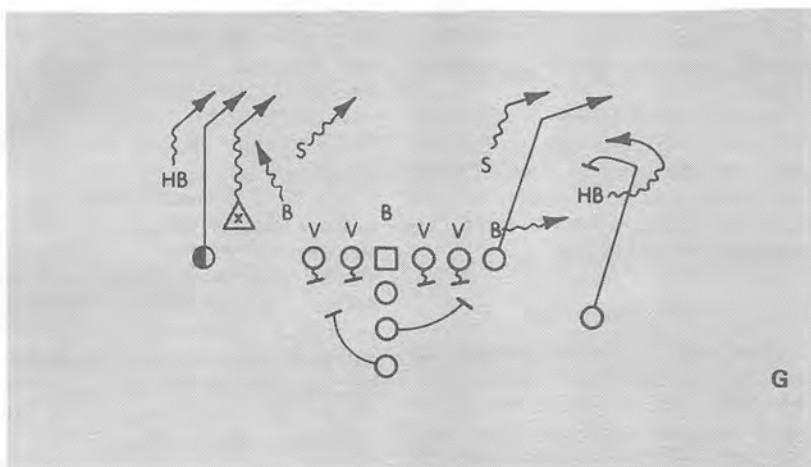
receivers in man-on-man coverage assignments and enables fast offensive backs to operate in open areas with plenty of room to maneuver.

Defensive coverage varies against a motion series because the defensive backs must change their depth and lateral position in direct ratio to the offensive man's movement in the backfield. Thus, each motion play can force rapid modification with the defense and, as one coach remarked, "Anytime you make

them move out of their standard alignment, the overall defense is weakened."

### Single Coverage Maneuver

The I-formation motion depicted in Diagram C is a perfect example of how this style of offense puts the defense in an undesirable single coverage situation. The split left end, usually double-teamed by the defense, is covered only by the right cornerback. The weakside



safety, who would normally help pick up the split end deep, is drawn away from the play as he adjusts to cover the tight end on the other side of the field. The strongside safety cannot take the tight end because the motion man in the offensive backfield has drawn him toward the sideline.

Diagram D is yet another illustration of how NFL teams hope to pressure rival defenses in 1970 by making them alter their basic cover-

age responsibilities.

The split left end races deep at the snap but the defensive right cornerback is locked in position by the movement of the offensive running back who is in motion to the left. This means that the free safety, normally the poorest of the pass defenders, is left on his own to take the split end deep. The cornerback and the linebacker, meanwhile, react to the delayed pass route run by the offensive back. If the team

with the ball can successfully isolate its best receiver on the free safety, it has the percentages going its way.

As mentioned earlier, innovations in the NFL this year will not belong only to the offense. The defense has a few tricks up its sleeve, too, as it seeks to keep pace with improvements by the other side.

### AFL Innovation

American Football League teams, particularly Oakland, added a new dimension to pass coverage in recent years by stationing their cornerbacks almost at the line of scrimmage, head to head with the wide receivers, and then playing the pass catchers tightly all over the field. The AFL technique calls for the defensive back to align himself in one of three positions: on the receiver's inside shoulder, head on and on the outside shoulder. At the snap, the cornerback delivers a two-hand arm shiver to the body of the receiver and attempts to knock him off stride and destroy the precise timing required to complete the pass.

The "bump and run" coverage technique (Diagrams E and F) makes it more difficult for the offensive receiver to "read" the defensive coverage due to the unorthodox alignment of the cornerback. Split ends and flankers are not accustomed to being crowded at the line and it often has an unnerving affect on them. Nor are they used to being belted by a guy standing right over them--and this, too, interrupts rhythm and timing.

In Diagram E, the cornerbacks are facing outside due to the safety force principle; they face the inside in Diagram F for the same reason. The sprint-out offense and the mul-

tipole offense, both involving motion, have brought about another new trend on defense--the use of the three-man rush line and the addition of a fifth defensive back to the secondary in obvious passing situations.

The fifth defensive back, shown as the X back in Diagrams G and H, enables the defense to cover the motion man in most cases without radically altering its entire coverage technique. The extra back also makes it possible to maintain double coverage on dangerous pass receivers even with motion in the backfield.

### Roaming the "Hole"

In Diagram G, the X back (or fifth back) plays the split end right from the line of scrimmage and covers him short with help from the linebacker to the inside. The defensive cornerback on that side can then pick the receiver up deep. The free safety is relieved of double coverage responsibility and can roam in the "hole"--the open area deep down the middle.

Diagram H shows another form of coverage made possible by the presence of the fifth defensive back. The weak safety, normally responsible for the coverage in the "hole", can slide over to help the cornerback cover the offensive left end. The X back, meanwhile, stays in the middle and is in position to play the tight end deep. The strong safety and the left cornerback are thus free to double cover the flanker back. Normally the strong safety would have to stay with the tight end in man-to-man coverage--but with the addition of the fifth defensive back, he is relieved of that responsibility.

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**ALL  
ROADS LED TO  
NEW ORLEANS**





Before their epic NFL title game meeting with Minnesota, the Cleveland Browns first had to overcome the mighty Dallas Cowboys in the eastern division championship, which they did convincingly by a score of 38-14. Bill Nelsen hands off to Leroy Kelly for a key gain against the outmanned Cowboys.



# NFL 1969 Title Game

**W**hen the 1969 National Football League season began last September, it was generally agreed that the mighty Los Angeles Rams in the west and the explosive Dallas Cowboys in the east would come to grips four months later for the league championship — and the right to meet the American Football League titleholder in the fourth annual Super Bowl.

Instead, when the NFL championship took place on January 4, 1970, the protagonists were the



Minnesota Vikings and the Cleveland Browns.

For the second straight year the pre-season favorites, Los Angeles and Dallas, had fallen a step short of their goals. The Rams swept the Coastal Division with an 11-3 record but fell victim to Minnesota (12-2), the Central winner, in their conference playoff. Dallas posted a fine 11-2-1 mark for Capitol honors only to lose to Cleveland (10-3-1) in the conference shoot-out.

The 1969 season was one of significant achievement for both Minnesota and Cleveland, although the pattern of their success varied greatly. En route to the NFL title game, the Vikings ran off 12 straight regular season victories, stumbling only in the opening loss to New York (24-23) and the last-game defeat by Atlanta (10-3). The Vikings did it with muscle and raw power, with an awesome, smothering defense and with a lusty, fearless, totally unin-



hibited quarterback named Joe Kapp, Minnesota did not merely whip its dozen victims; it crunched them with a loud noise and left them for dead. If it was not an exercise in gridiron finesse, it was at least the hardest hitting show in town.

### Contrasting QB Styles

The difference between the Vikings and the Browns was perhaps best exemplified by the sharply contrasting styles and nature of the respective quarterbacks, Joe Kapp and Bill Nelsen.

Kapp, 31, a battle-scarred veteran of Canadian ball, is tough and garrulous, a gridiron brawler, a fierce individualist, a reckless, slashing, unstylish and sometimes completely unorthodox quarterback with the inherent knack of gaining that extra yard or somehow scoring the winning points. If ever a team and a quarterback were made for each other, it was the 1969 Minnesota Vikings and Joe Kapp. They were big, boisterous and rugged.

Blanton Collier's master plan for Cleveland called for a more deliberate, less individualistic quarterback — and Bill Nelsen, 28, was the man. Unlike Kapp, the Cleveland quarterback is not a lumbering, helmet-thumping runner; two knee operations have driven such notions from his head. Nelsen is methodical, like the Browns themselves. He charts his course carefully during a game, following Collier's blueprint, seldom improvising. He throws from the standard pocket, relying on the Browns' lineman to protect his damaged knees. He doesn't dominate a game as does the fiery Kapp, but he wins almost as many in his own way.



Browns' Leroy Kelly (44) gets sandwiched by Vikings' Lonnie Warwick and Paul Krause in top photo . . . causing a fumble, recovered by Vikings in lower photo.



## Tied NFL Record

The 1969 season was Nelsen's seventh in the NFL and he finished No. 6 on the passing list with 190 completions in 352 tries for 2,743 yards and 23 touchdowns. Kapp, who often does not throw spirals, completed 120 of 237 for 1,726 yards and 19 touchdowns. Characteristically of Injun Joe, however, he unloaded seven of these 19 TDs one afternoon against Baltimore, beating the Colts by 52-14 and generating the momentum that carried the Vikings to their 12 straight wins. Joe's touchdown binge also tied an NFL record shared by Sid Luckman, Adrian Burke and Y.A. Tittle.

By the time the Vikings arrived at the NFL championship game in January, "The Purple People-Eaters" had established themselves as the best rush line in all of pro football. Jim Marshall and Carl Eller, the ends, and Alan Page and Gary Larsen, the tackles, had sacked rival quarterbacks 49 times for losses of 404 yards, spreading a reign of terror in both divisions. They had held 14 rivals to a total of 2,720 yards rushing and passing, the only mark below 3,000 in the league. They held 14 opponents to a total of just 113 points, less than 10 a game. They were first in several other defensive categories.

While Kapp emerged as the inspiration for Minnesota, the physical and strategic foundation of the Vikings as a team was this crushing defensive line. The relentless and aggressive play of the front four determined the structure of Minnesota's pass defense — and the overall success of this defense, in turn, dictated coach Bud Grant's approach to the offense.

## Defense Wins, Offense Sells

Grant, who coached in Canada before coming to the Vikings three years ago, has always been oriented to defense. He likes to point out that "defense wins football games, offense sells tickets."

Carl Eller, 6-6 and 250, and Jim Marshall, 6-3 and 247, were probably the best set of defensive ends in football last year. Eller had the edge in height, strength and speed but Marshall used quickness and a decade of savvy to get the job done just as efficiently. Alan Page, at 6-4 and 245, was an intimidating figure at tackle, powerful and aggressive. The other, 6-5 — 255-pound Gary Larsen, was the perfect complement for his three sidekicks.

"The Purple People-Eaters" kept the enemy under constant siege. They were unrelenting and overpowering. They broke through to hammer the quarterback time and time again. They pressured him. They destroyed his timing and his confidence. They intimidated enemy running backs and very often humiliated the offensive blockers assigned to keep them out of the backfield. They waged a savage war in the trenches, hand-fighting the enemy at close range, and they reveled in it.

The Minnesota offense was a bread-and-butter operation rather than a razzle-dazzle sideshow — except, perhaps, when Joe Kapp decided to trample a burly line-backer on a broken scramble play. Dave Osborn and Bill Brown, two of the best heavy-duty running backs in pro ball, slugged away at rival defenses on standard power plays. Finesse was not the forte of this pair. Gene Washington and John



Henderson gave Kapp two talented deep receivers, but Injun Joë was just as apt to go short to his big tight end John Beasley, like himself a rugged, two-fisted product of the U. of California.

### **Togetherness and Confidence**

In addition to their magnificent defense, in addition to Kapp's lusty, inspirational leadership, in addition to the brilliant coaching of Bud Grant — in addition to all these, the 1969 Vikings also radiated the togetherness and confidence of champions from the very start.

All that stood between Minnesota and the Super Bowl were the Cleveland Browns.

As befit their custom, the Browns arrived at the eastern division playoff with considerably less fanfare and drama than that which accompanied Minnesota's

successes in the west.

Admittedly, Cleveland did not face as tough a schedule as the Vikings but still the Browns had to whip a lot of good teams and, in the case of Dallas, a great team. Collier's club rose to the challenge when it met Dallas in mid-season, running the vaunted Cowboys clean out of Municipal Stadium, 42-10, as calm and methodical Bill Nelsen pierced the Dallas defense for 18 completions in 25 tries for 255 yards and four touchdowns. The following week, Cleveland was humiliated by Minnesota, 51-3, but Collier dismissed it as "... just one of those games" and steadied his club for the stretch drive that was — although he didn't know it at the time — to lead to another meeting with the same Vikings with the NFL title at stake.

With a customary lack of emo-

Vikings' Gene Washington makes circus catch in first quarter to set up initial Minnesota touchdown. Browns' Mike Howell (34) can only watch.



tion and with a seeming disregard for their role as underdogs, the Browns prepared to engage the Minnesota Vikings for the championship of the National Football League in the ice-box known as Metropolitan Stadium, a two-dollar cab ride outside of Minneapolis.

### **Cold, Windy, and Frozen Turf**

Sunday, January 4th, dawned cold and windy—as do most days of the year in Minnesota. The temperature stood at nine degrees and the Metropolitan Stadium gridiron, recently swept clear of 18 inches of fresh snow, was rock-hard. Perhaps the mood of the two teams was established by their appearance on the field prior to the kickoff. The Vikings wore regular uniforms, no gloves or heavy gear; the Browns, on the other hand, stood huddled under capes, shivering and looking somewhat like visiting Tahitians on one

of Commodore Perry's Arctic explorations.

It was a day like all days for the hardy Vikings of the North. For the visiting Browns it was to be quite something else.

Actually, the NFL championship game, the long-awaited struggle of the two teams that had survived the rigors of a long, demanding campaign, lasted about seven minutes. A year of planning and preparation, of scouting and training, a year of hope and hurt—and it was all over in seven minutes. At least that's when the game ended to all intents and purposes, although the teams were obliged to play out the string through the fourth quarter in deference to TV contracts and also to those delirious Minnesota fans who were still chanting "More, more, more" as time ran out two and a half hours later. Seven minutes was all it took Joe Kapp

**Cleveland's bench reflects not only the bitter cold — but the big Viking lead as well.**





to score one touchdown and pass for another, giving the Vikings a 14-0 lead which "The Purple People-Eaters" were then assigned to protect for the remainder of the cold afternoon. It began and ended so suddenly that it was almost an anti-climax to an exciting, pulsating and dramatic season. A saddened Collier said it all when he remarked, "We were never in the ball game."

Collier refused to blame the weather or the field conditions for his team's defeat, being the class guy that he is. And yet it was a pair of slips by Cleveland defensive backs that led directly to Minnesota's first two touchdowns, putting the game forever out of Cleveland's reach.

### **Crowded Backfield**

On the opening series, Browns' rookie corner back Walt Sumner lost his footing near the sideline and fell flat on his back, leaving Gene Washington open to make an acrobatic catch of a Kapp pass for a key 33-yard advance to the Cleveland 24. After the work-horses, Brown and Osborn, had ploughed down to the 7, Kapp scored the game's first TD on a play that clearly pointed up the physical difference between the two clubs. As Joe attempted a handoff to Brown, he collided with the big fullback and was almost jarred off his feet. Unable to make connections with Brown, the rugged quarterback tucked the ball under his arm and, as he had done so many times before, took off on his own. It was crowded in the Viking backfield by this time, so Kapp had no dancing room. He spun free of one clutching Brownie and threw himself into the line. Cleveland end Ron

Snidow got a big paw on Joe's neck and tackle Walt Johnson wrapped a couple of huge arms around Joe's mid-section. But Kapp struggled forward, stretching for the goal-line and made it into the end zone with a desperate lunge that took Snidow and Johnson along for the six-point ride.

It was pure Kapp--guts, determination and animal strength. It was also 7-0, Minnesota at 3:48 of the first period.

The very next series of downs produced another Minnesota score. On third and nine, Kapp sent the fleet Washington on a deep route from the Minnesota 25-yard line. Gene raced to mid-field and suddenly found himself wide open, completely alone in the middle of the gridiron, as Cleveland's veteran defensive back Erich Barnes lost his footing and fell to the ground. It seemed like an eternity to Gene as he waited for Kapp's floater to come down. When it did, he went the remaining 50 yards for the score, leaving Barnes with his face pressed into the icy turf.

The 75-yard Kapp-to-Washington scoring strike also left Cleveland with 14 points to make up against a Viking defense that had allowed less than 10 points a game all season. It was almost an impossible assignment.

First of all, the early Minnesota scores had forced Cleveland out of its tediously-prepared game plan. The Browns could not afford to map a strategic attack under the bleak circumstances. They had only one course open to them: put the ball in the air.

This is precisely what "The Purple People-Eaters" were waiting for. As Marshall said later in the din of the victors' dressing room,

"Once we got out in front we could really sock it to them, keep them down."

Nelsen, poor fellow, never had a chance in the face of the fierce, unrestricted Minnesota pass rush. The front four actually dumped Bill only twice but this statistic hardly tells the story. "The Purple People-Eaters" were draped around Nelsen's neck everytime he threw the football. They overwhelmed his blockers and hammered him viciously to the frozen ground, where tiny daggers of ice knicked his skin in a hundred places. Even when Nelsen managed to get the ball away, he did so hurriedly, under extreme pressure, with a mountain of muscle about to crash down on him. The timing of the Cleveland passing attack was utterly destroyed. The running game was affected accordingly. The Browns were limping along on one cylinder.

### Deceptive Statistics

The final stats disclose that Nelsen finished with 17 completions in 33 tries but what the figures don't say is that a dozen of these completions occurred in the second half when Minnesota had already won the game. In the crucial first half, under the hammer and anvil of the Viking pass rush, the Browns' quarterback was helpless and ineffective. The odds had been stacked against him too early.

Able to tee off on the Browns with gay abandon, "The Purple People-Eaters" shut the enemy off at every turn. Warfield and Collins were buffeted by angry Minnesota linebackers as they started their pass routes. Leroy Kelly, who gained 80 yards on 15 carries, was gang-tackled and mauled everytime

he touched the football. The very fine Cleveland offensive line was no match for Eller and Marshall and the other Viking defensemen. It was like small boys trying to push back a roaring surf.

A minute and a half into the fourth and final period, the Browns averted the further humiliation of being shut out as Nelsen, still throwing despite an injured right arm, passed three yards to Collins for a Cleveland touchdown. It was small consolation for the battered and weary eastern champions. But it was to their credit that they never stopped trying, even when the Viking avalanche threatened to bury them alive.

Osborn, who scored Minnesota's third TD which, coupled with the first of Fred Cox' two field goals, gave the Vikings a 24-0 halftime edge, emerged as the title game's top rusher with 108 yards on 18 carries. The rugged Kapp added 57 on eight attempts and Brown got 43 on 12, accounting for most of the 222 rushing yards the winners punched out against the Cleveland defense. The rubber band not only stretched, but it broke--especially on Kapp's 75-yard touchdown pass to Washington in the first period.

There was one other indignity heaped on Cleveland that sad day. Kapp, running around right end on a broken play, found his path blocked by 240-pound linebacker Jim Houston. Instead of trying to elude Houston, Injun Joe hurtled through the air and crashed into the big Browns' veteran. The impact was terrific. Both players hit the ground hard. Kapp got up. Houston didn't. The Cleveland linebacker was stretched unconscious along the sideline. In a sense, it was symbolic of the whole Bloomington affair.



# AFL 1969 Title Game

The argument was advanced after Kansas City had beaten Oakland for the 1969 American Football League championship that "the second best team was going to the Super Bowl."

This was the rather partisan view taken by disappointed Oakland fans--and some members of the press--who felt the AFL play-off system was unfair, that the Raiders' two regular season victories over these same Chiefs had definitely established Oakland's superiority and, therefore, the league championship game, won by Kansas City, 17-7, was inconclusive, irrelevant and entirely unnecessary.

Although the Oakland backers were entitled to their views, strong as they may have been, in the end it was the Kansas City Chiefs--and not the Raiders who trotted onto the Sugar Bowl field on January 11, 1970, to meet the Minnesota Vikings, the National Football League representative in the fourth annual Super Bowl. The closest the Raiders got to New Orleans was their television screens back in the Bay Area.

And Kansas City quickly and efficiently settled the matter of which team deserved to carry the AFL's colors by dispatching the A-10



Chiefs' strong running back Robert Holmes surges for first down before Raiders' Dave Grayson (45) can halt Holmes' progress. Willie Brown (24) comes up to lend aid.





favored Vikings, 23-7, for the junior league's second straight Super Bowl triumph. (The New York Jets broke the ice a year earlier by beating Baltimore).

Thus, for the second year in a row, frustration had been visited upon Oakland. The Raiders had dominated the AFL, whipping the Chiefs twice en route to the western title, only to fall short of the big prize—the Super Bowl. In 1968, the Raiders had been thwarted by the Jets in the league championship game; this time it was the Chiefs, who had finished second to them in the west. As irritating as it may have been to Oakland, however, the results from New Orleans dispelled any notion that “the second best team had gone to the Super Bowl.” It is unlikely that any team from any league could have done a neater job on the Vikings. KC's triumph was total and convincing. Even the Oakland fans were forced to admit that.

The one person who was not at all surprised by Kansas City's success was the man closest to the Chiefs, head coach Hank Stram. The victory over the older NFL was, to Stram, the natural conclusion to a master plan he had set down many months before. From the very day training camp opened, the dapper, portly coach had believed that he had not only a good football team but the best football team in either league. Never once during the ensuing AFL campaign, even in the losses to Oakland, did Stram believe otherwise. Moreover, he transmitted this confidence to his players, convincing them that they had the size, the talent, the depth and the purpose to win it all in 1969.

One of Hank's most important jobs of psyching his Chiefs involved the Oakland hex—or what seemed to be a hex. Going into 1969, KC had lost four of its previous five games with the Raiders. After two regular season losses, that figure stood at one out of seven. It seemed, even to the staunchest KC rooter, that the Chiefs might never win another one from Oakland. Stram knew better, however, and he made believers of his athletes in time to win the AFL championship.

Hank Stram's coaching rivals have learned that it is virtually impossible to read Hank's mind or to predict what he might do next. He is a solid football fundamentalist but also a man of imagination and daring, unafraid to devise and innovate. He is a master of surprise, a disciple of variety, a believer in change. Hank Stram can never be accused of standing still. His keen mind is active and restless, always searching for something different, something new, even something old that can be dusted off and used in a crucial third-and-nine situation. The barrel-shaped KC coach has been hailed by his followers as “the only original thinker in the coaching ranks today,” a man of inventiveness who is not bound by the taboos of his profession. His detractors have referred to him as “a high school coach who wins with gimmicks.” The latter charge, though, is hard to level against a guy whose club destroyed the Minnesota Vikings in the Super Bowl, but it bothers Stram not in the least. In all truth, Hank seldom hears the critics, those who are still above ground after New Orleans, that is. He is usually too busy espousing a new football





With Len Dawson holding, Jan Stenerud (3) kicks one of his record 16 straight field goals for Kansas City.

philosophy or exhorting 6-5 270-pound defensive end Aaron Brown to separate a rival quarterback from his helmet.

Before Stram could test his genius against Oakland's John Madden in the AFL championship, there were the New York Jets to be met in one of the two inter-divisional playoffs; Oakland was matched against Houston, eastern runner-up, in the other. The outcomes were predictable: the Raiders handled Houston with ease, 56-7, while Kansas City was hard pressed to edge the Jets, 13-6.

At Oakland, quarterback Daryle Lamonica, who had thrown 34 touchdown passes during the regular season, fired six more in the rout of Houston. Fred Biletnikoff caught two, as did Rod Sherman, as the Raiders built a 35-0 halftime lead. Thereafter it was merely a question of how many TDs Lamonica would get before his right arm fell off.

The Raiders were a poised, confident and seemingly invincible team that day against the Oilers. They did their thing beautifully on offense, guided by the rapier aerial thrusts of their quarterback-leader, and few in the crowd doubted that Oakland would be too much for KC in their title game showdown.

Long before the Oakland Coliseum scoreboard lights flickered out, Raider fans scurried for the exits to begin making plans for the Super Bowl.

Kansas City was forced to call on all its reserve and determination in the playoff with New York, a proud ball club that was striving mightily to make the Super Bowl again. The Jets had

publicly criticized the AFL playoff formula and also a schedule which, they claimed, gave them little week-to-week incentive. Several Jet veterans explained their poor play on occasion by saying, "It's tough to stay 'up' every Sunday. We're saving ourselves for the big games." There was no bigger game for New York than the Kansas City game because, for the loser, there would be no Super Tomorrow.

The "physical" nature of the Kansas City Chiefs was never more evident than on January 4, 1970, when they overcame the Oakland Raiders by a score of 17-7 to win their third AFL championship.

This was a game fought, and won, up front. The issue was resolved in the no-man's land between the KC defensive line and the Oakland offensive wall. The battle of huge men in padded armor waged back and forth across this one-yard strip of dirt on the floor of the Oakland Coliseum and when it was over the Chiefs had won because they were bigger and stronger and, on this day at least, more determined than the men who wore the black and silver uniforms of the Raiders.

Len Dawson and Daryle Lamonica, the rival quarterbacks, were not the heroes. Nor were the swift receivers and the talented runners on both sides. The real architects of KC's victory were Jerry Mays, Aaron Brown, Curley Culp and Buck Buchanan, who mounted a savage pass rush that battered the Oakland line to pieces and gave Lamonica one of the toughest afternoons of his career. Six-five Brown, the right end, and 6-4 Mays, the left end, were all over Lamonica. They swept past



his blockers, drove him from the pocket and worked him over like a couple of muggers in a back alley. Rarely a play went by that either Brown or Mays (sometimes both) did not crash into the Oakland quarterback just as he released the ball. On four occasions they got him before he could unload. Blow by blow, he was hammered to his knees under the relentless pressure of the Chiefs' rush. Mays and Brown, along with tackles Culp and 6-7 Buchanan, played with fierce abandon, like men possessed, and by sheer physical force they overpowered the Raiders and took from them their most dangerous weapon--Lamonica's passing.

During the season, Daryle had completed 51.9% of his passes and had thrown for 34 touchdowns. In the face of the Chiefs' furious title game rush, the Oakland quarterback hit only 15 of 39 for a meager 38.4%, 167 yards and no touchdowns, the first time all year he had failed to hit at least one TD pass. Worse, after injuring his throwing hand in the third period, he was intercepted three times in the hectic fourth quarter--and that figure easily could have been six had not KC dropped two sure steals and made another interception out of bounds.

There was some criticism of Raider coach John Madden for permitting Daryle to re-enter the game after his right hand had been badly jammed against Brown's helmet. The hand was swollen and bruised but Madden let Lamonica go back with the remark that "Daryle's been injured before and played well for us."

When Lamonica replaced sub George Blanda in the third period, KC held a 14-7 lead but there

was still ample time for Oakland to fight back. However, Daryle showed the effects of the game-long pounding he had taken from Brown and Mays. He threw 18 times and completed only three! The KC interceptions (by Jim Kearney, Jim Marsalis and Emmitt Thomas) offset three Chiefs' fumbles (all recovered by Oakland) that presented the Raiders with fine chances to change the tide of the game in the closing minutes.

It was a bizarre wind-up to a championship game. The two clubs handled the football like a hot potato; nobody seemed to want it. At 10:11 of that final period, Kearney intercepted a Lamonica pass and two plays later KC's Robert Holmes fumbled and Carleton Oats of Oakland recovered. Next, Marsalis picked off an errant Lamonica toss (with 8:55 remaining) and Kansas City promptly gave the ball back as Dan Connors recovered another fumble by Holmes. With 6:50 to go, Thomas plucked the third of Lamonica's passes--and the Chiefs finally cashed in as Stenerud kicked an insurance field goal for a 17-7 edge. Just to continue the giveaway pattern, however, Dawson fumbled a handoff with two minutes left and Ike Lassiter recovered, giving Oakland yet another opportunity to close the gap.

This Raider series, starting from the Chiefs' 13-yard line, was, in a sense, symbolic of the way things had gone all day for the western champions from the Bay Area:

Lamonica, rushed savagely by Mays on first down, threw for Warren Wells but Thomas intercepted the ball--or so it seemed until they ruled Emmitt had step-

ped out of bounds. On second down, Lamonica threw again under pressure and missed Rod Sherman in the end zone. Mays and Brown forced Daryle out of the pocket on third down and his pass to Billy Cannon was incomplete. With 1:46 remaining, Brown surged through Oakland's blockers and smothered Lamonica for minus seven. And so it ended for the Oakland quarterback, a bruised, down-trodden figure as he painfully picked himself off the grass.

That was Lamonica's last try but the Raiders had one more play with 15 seconds on the clock. Charlie Smith tried to sweep left end-and Culp stacked him up for a four-yard loss.

Right to the very end, even with victory assured, the big, tough and determined KC defense continued to subdue the Raiders with raw animal force.

The 17-7 Kansas City win may not have been one of the Chiefs' more artistic efforts but Stram called it "...our most significant victory in ten years."

Stram singled out the pass rush that destroyed Lamonica's rhythm as the key factor in the victory. "Brown and the others put tremendous pressure on Lamonica," said the KC coach. "They did a fantastic job. I don't think Daryle's had that kind of pressure in years."

Kansas City's successful rush was no accident; Stram planned it that way. Specifically, the strategy called for rushing Lamonica from the inside rather than from the outside. As Stram explained it later: "Daryle is not bothered by outside rushes, so our ends, Brown and Mays, moved inside. We felt we had to pressure up the middle,

and we gambled on the inside rush. Our tackles did a great job inside, too."

The gamble worked. Lamonica admits he "got on" his offensive line during the game for their failure to stem the KC rush. He urged them to "seal off the inside and give me a pocket to step up into."

"I needed a little time, just a little," said the Oakland quarterback. "Hell, I stepped up in there and I was getting knocked out of the pocket as fast as I was getting in. You get guys as good as Brown and Mays coming up the inside of your tackles--and, well, you've got company every time you step into that pocket."

The Oakland offensive line, one of the best in the AFL, was no match for the KC pass rush--at least not in the title game. Mays won his head-to-head battle with Harry Schuh, the Raiders' right tackle, and Brown simply overpowered Bob Svihus, the left tackle. Curley Culp, at 6-1 the shortest of the KC defensive front four but maybe the quickest of the lot, consistently beat Oakland guard Jim Harvey. It was the same story on the opposite side where the giant Buchanan was too much for Gene Upshaw, a fine pass blocker.

Svihus said it all. "Yes, it was the physical war we expected. I had two good games against them before today, and then I get my head beat off."

That summed it up. Kansas City, a club that often wins with finesse and deception and guile, had acquired its third AFL championship on brute strength and raw determination.

Oakland did not have to apologize for its defense, either. The



Raiders held the explosive Chiefs to a total of 207 yards, and the great KC ground attack, which led the AFL in rushing for the fourth time with an average of 158.6 yards a game, could gain only 86 yards against the stubborn Raider defense.

The effectiveness of Oakland's resistance is shown in the individual KC statistics. Mike Garrett, a 732-yard rusher in 1969, got only 19 on seven tries. Robert Holmes carried 18 times and gained just 14 yards. And Wendell Hayes was 8-for-35. Overall, the swift Kansas City ball-carrying corps averaged only 2.2 yards a carry.

Dawson found the going just as difficult overhead, completing only

seven of 17 for 129 yards.

Oakland tried mightily to come back as time ran out. But the hand injury to Lamonica, plus the tenacious and effective Kansas City defense, conspired to thwart every Raider bid. It was not to be Oakland's day. Nor would there be a trip to New Orleans for coach Madden's western champions.

Defensive tackle Tom Keating, one of the Raider greats, called the shot later as he wearily cut yards of adhesive tape from his knees.

"It's a long way to come for nothing," he snorted. "We never had chances against them like we had today--and, boy, do I hate losing to them. Hate it!"

**Veteran QB Len Dawson, leading K.C. into the AFL title game, showed quick release here against Denver, despite rush by Rich Jackson.**





# Super Bowl, 1970

**D**efeating the Minnesota Vikings in the fourth annual Super Bowl last January may have been easier for the Kansas City Chiefs than lugging head coach Hank Stram off the field in the after-glow of that notable triumph.

Some of the Chiefs upon whose bended backs Super Stram was borne into the locker room may, in





Joe Kapp just about has managed to let fly with the football as Big Aaron Brown of the Chiefs moves in. The K.C. defense was superb — and a great factor in the Chiefs' smashing victory

fact, have murmured a silent prayer of gratitude that such victories do not occur every day.

Hank Stram, you see, was not designed by the Almighty for transport on the shoulders of fellow men. The Kansas City coach is pear-shaped, rather heavy, does not come equipped with handles and will never be found under the "por-

table" listings in the Yellow Pages. Lifting Stram off the ground is recommended only for those football teams with enough muscle to outslug the Vikings as did the Chiefs on Sunday, January 11, 1970.

#### **Another "Ride" for Hank**

By that time, though, the Kansas

City players had acquired the knack of getting their portly leader airborne. They happily carted Hank off the field at Shea Stadium the day KC humbled the New York Jets, 13-6, in the AFL's inter-divisional playoff, and they hoisted his rotund form skyward again two weeks later at Oakland Coliseum after defeating the Raiders, 17-7, for the league championship. In fact, things had reached the point where the spectacle of Stram, bouncing like a brightly-colored beach ball above the helmeted heads of his huge athletes, had become a familiar one to pro football fans everywhere. Despite the jostling and the manhandling by overzealous Chiefs, Hank took delight in his post-game "rides"---but the one in the Super Bowl had to be the best, because that day Hank Stram left the gridiron as coach of the world champions, the No. 1 team in all of professional football. It may even be that his bearers, caught up in the wild frenzy of the moment, failed to notice that rotund Henry had added several pounds and a few inches to his ample waistline during a week of Super Bowl banquets and press luncheons in calorie-rich New Orleans.

#### **Memory of The Packers**

To appreciate the total significance of Kansas City's 23-7 rout of Minnesota in the last true NFL-AFL Super Bowl battle, one must go back four years, to Los Angeles, where Hank Stram brought the first AFL team into the first Super Bowl and was taught a 35-10 lesson by the Green Bay Packers, then kings of all they surveyed in the pro football realm.

**Joe Kapp just does get the pass away in second quarter as Jerry Mays soars in on Kapp with mayhem in mind.**











**The architect of the Super Bowl victory for K.C. — Len Dawson, as he looks over Viking defense.**

No one really expected Kansas City to upset Green Bay on the first Super Sunday in pro history. The Packers figured in a walkaway--and that's how they won, eased up in the stretch. And yet the derisive jeers were to echo in Hank Stram's ears for a long time. The bitterness of that defeat remained with him and with the Chiefs. They fought back the anger and they vowed, to a man, that it would be different the next time.

Of the 22 offensive and defensive starters in Los Angeles four years ago, 11 were in the Kansas City lineup last January as the Chiefs made good on their pledge to redeem themselves--and Hank Stram--against the hated NFL. This they did with a convincing performance that swept the favored Vikings from their path and left no doubt as to the superiority of the two Super Bowl finalists. With their final icing-on-the-cake touchdown in the third period (a 46-yard

touchdown pass from Len Dawson to Otis Taylor) the Chiefs also vindicated their league and convinced a surprised football world that the AFL, in 10 seasons, had indeed caught the older NFL. This was not the junior league's first Super Bowl conquest; that belonged to the New York Jets, who beat Baltimore in the third world championship game. But a majority of fans refused to accept the Jets' victory as conclusive; some said it was a fluke. Even AFL people wondered if the Jets were really that good--or had it been Joe Namath having a once-in-a-lifetime afternoon against an aging Colts defense?

### **13-Point Underdogs**

The seed of doubt had grown full-bloom by January 11, the day of the fourth Super Bowl. Despite their two 1969 victories over the Jets, the Chiefs found themselves 13-point underdogs to Minnesota. Obviously, the betting public was still not convinced that parity had been achieved. The "smart" money was on the NFL.

What the "smart money" didn't count on was Hank Stram and a big, determined Kansas City team with a four-year mission to fulfill.

By halftime, the sun had broken through a layer of Louisiana rain clouds and was splashing pale gold across the Tulane Stadium scoreboard, which read: Kansas City 16, Minnesota 0. The game could have ended right there. The Vikings made a third-period flurry, scoring their only touchdown, but the Dawson-to-Taylor TD strike minutes later resolved the issue for all time. Hank Stram and the Chiefs had their revenge. The American Football League, doomed to lose its identity in the 1970 merger, had its



This time, it's Big Bucky Buchanan about to send Osborn crashing to the turf.



second straight Super Bowl victory and was .500 in four starts with the NFL. The myth of NFL invincibility, established by Vince Lombardi and the Packers, lay in ruin at the feet of an injured Joe Kapp, who watched the final minutes of play from the Viking bench, a beaten, not-so-defiant figure, a fallen hero this day.

There was also the happy vindication of KC quarterback Dawson, who earlier during Super Week had been mentioned in a gambling scandal and who had manfully endured great pressure from the media and from the public in the final days before the biggest game of his long pro career. It was a network telecast that linked Dawson to an unsavory gambler in Detroit and it proved nothing at all. But the story threw a pall over the Chiefs, and indeed over all of pro football, and Dawson carried a great weight on his shoulders as he prepared to lead KC against Minnesota. He had the faith and the backing of Stram and of all the Chiefs, and he had the sports world behind him. But to Len Dawson it was a solitary battle --and it could only be won on the football field.

### Dawson Dominates

Len Dawson did not let anyone down. His performance against the Vikings for the title was magnificent. He completed 71 per cent of his passes (12 of 17 for 142 yards) and one of these was the game-clincher to Otis Taylor. He engineered a KC multiple offense attack that threw a bewildering array of formations at the supposedly-impregnable Minnesota defense. He was the graceful matador mocking the enraged bull. They named him the Most Valuable Player--and no one argued the point.

Dawson dominated the fiercest defense in the NFL with flawless execution of Hank Stram's brilliantly devised game plan. Everything the Chiefs did was designed to take advantage of the Vikings' strengths -- and turn them into weaknesses.

The Vikings have the greatest defensive pursuit in football, right? Okay, force them to commit themselves with that great pursuit and then run a reverse. That play, the old high school end around, works three times in crucial situations for 37 yards. The Vikings play their corner backs deep? Fine! Throw short, in front of them. This works for Taylor's 46-yard touchdown reception. The Vikings are quick to react? Super! Make them react to a fake one way and then counter the opposite way, against the defensive flow. This one results in Mike Garrett's five-yard TD run in the second period. Minnesota's big front four likes to knock down short swing passes? Terrific! Double-team the Viking ends and throw over them. This strategy gains yardage all day.

The defensive game plan was equally effective against the Vikings, a powerful attacking club that had topped the NFL with 379 points, an average of almost 27 per game.

Minnesota, which had a 12-2 record during the regular season and then beat Los Angeles and Cleveland to earn the Super Bowl spot, did not score a point until 40 minutes and 28 seconds had elapsed in Tulane Stadium. At that point in time, Dave Osborn, who was held to 15 yards in seven carries by the Chiefs' defenders, bumped two yards into the end zone for the Vikings' only touchdown. Other than that, the closest Minnesota got

was the KC 38 in the first period.

The Viking defense achieved its two pre-game goals: 1) It took the rollout pass away from Joe Kapp by keeping him hemmed in all afternoon, and 2) it contained Minnesota's strong inside running game.

### **Front Four The Key**

As had been the case most of the year, it was the big KC front four that keyed the entire defensive effort. Jerry Mays and Aaron Brown, the huge, agile ends, put a terrific outside rush on Kapp. The tackles, Buck Buchanan and Curley Culp, his squat, powerful buddy, log-jammed the inside and took the middle away from Minnesota's bulldozing ball-carriers. The four of them kept Kapp under constant seige. Joe repeatedly had to throw under intense pressure. Twice he was rushed into costly interceptions. Three times the fierce KC rush buried him alive before he could even raise his passing arm. And Joe found to his dismay that when he couldn't throw, there usually was no place to run, either, so smothering was the Chiefs' defensive coverage.

Kapp, the Canadian exile whose rugged personality was in a way characteristic of the entire Minnesota team, finished the day with 16 completions in 25 attempts for 183 yards and he directed an offense that was hard pressed to accumulate 239 total yards. Joe, who prides himself on his toughness (remember how he flattened Cleveland linebacker Jim Houston in the NFL title game?) met a Super Bowl opponent who was just a little bit tougher. With 5:45 left and the Vikings a well-beaten team, Joe was still trying to whip the Chiefs the only way he knows how, by brawling and fighting and throwing him-

self at the enemy. The Vikings' quarterback rolled out to pass, hoping to get outside the KC rush, but Brown caught him in the open and smashed him to the ground, causing a fumble, a 13-yard loss and, more seriously, injuring Joe's left shoulder so severely that he was forced to limp slowly off the field and give way to Gary Cuozzo.

### **Kapp Beaten**

Although to all practical intent the game was over when Kapp was injured, the sight of the big quarterback slumped on the bench, grimacing with pain, convinced even the most diehard Minnesota fan that all hope had vanished for the proud Vikings. There was a symbolic undertone to it. Kapp, the toughest of the Vikings, had been beaten to his knees by the toughest of the Chiefs, towering Aaron Brown. It was almost as if the Super Bowl rivals had sent their best gladiators into the arena to settle the issue between themselves.

It was ironic in a sense that it should end this way because, over the 16-game campaign that led them to New Orleans, the Vikings had strong-armed their opponents just as Kansas City had out-muscled them before before 81,000-plus in the Sugar Bowl. The hitting was intense on both sides-big, violent men slamming into one another--but this day the Chiefs had more muscle, more drive and, perhaps because of what they wanted for Len Dawson, more incentive.

"Our philosophy is variety." Stram told a pre-Super Bowl press audience in New Orleans. Then he added quickly, "...with and without the ball." In Stram's words, "Football is a game of recognition. Each side must determine what the other is doing before



Elusive Mike Garrett, one of the K.C. mini-blasters, cuts for good gain against the Vikings.











it knows how to respond. We feel if we can complicate the recognition responsibility for the other team, then we have created an area of doubt and indecision; as a result, they are more apt to make a mistake."

Example: at 9:26 of the second period Kansas City, ahead by 9-0 on the strength of three Jan Stenerud field goals (48, 32 and 25 yards), scored the game's first touchdown on a five-yard burst by Mike Garrett. The play was called "Sixty-five toss power trap" and it worked because Viking defensive tackle Alan Page, reacting to the pulling action of KC tackle Jim Tyrer committed himself too quickly to what he thought was a sweep around the left side. This is what the Chiefs wanted Page to believe. As he drove through to jam the sweep, Page was trap-blocked beautifully by the right guard, Mo Moorman. Garrett, who had started laterally to the left (again adding to the impression of a wide running play), simply cut behind Moorman's block and bolted into the end zone.

Example: Three times in crucial situations Dawson called what appeared to be a power run to the left. As the Viking defense took the bait, the ball was handed off to wide receiver Frank Pitts, who had lined up at left end, and he swept the opposite way behind a wall of blockers to gain a total of 37 valuable yards. Carl Eller, Minnesota's great defensive end, was the only man who could have stopped the Chiefs' end-around (or reverse) but each time he was crunched out of

the play by KC center E.J. Holub.

The mistakes that were made in the Super Bowl were made by Minnesota, a club usually in the habit of forcing errors by the opposition. There were three interceptions (two off Kapp and one off Cuzzo) and two lost fumbles. Five turnovers ---and each hurt the Viking cause.

"We could have been in the ball game right at the start," said Minnesota coach Bud Grant, "but we coughed the ball up twice in the second period."

The first fumble was by end John Henderson, who caught a Kapp pass for 16 yards at midfield but lost the ball when the Chiefs tackled him. That one stalled what had the look of a promising Viking march.

The second turnover all but sealed Minnesota's doom. The Chiefs had just made it 9-0 on the third of Stenerud's field goals and they kicked off to the Vikings. Charlie West, playing too deep, rushed up to take Stenerud's kick and dropped the football on the 18-yard line. KC's Remi Prudhomme recovered and, six plays later, Garrett ripped through a huge hole in the Viking line and scored from five yards out.

So at halftime it was Kansas City 16 and Minnesota 0. It wasn't over yet (the Vikings had the reputation of being a second-half ball club) but the handwriting was on the wall at Tulane Stadium. The Chiefs had handled the favored NFL champs with ease and, at times, almost disdain. Minnesota, meanwhile, appeared confused, off balance and unsure.

**Kansas City quarterback Len Dawson (No. 16), a 34 year-old NFL reject, was the man of the hour in KC's Super Bowl conquest of the favored Minnesota Vikings.**

Kansas City interceptions of the two Kapp aerials and the third by Cuozzo, all in the final period, further dampened Minnesota comeback hopes. But the costliest miscue by the Vikings occurred at the end of the third quarter after Osborn's jarring TD smash had closed the gap to 16-7. It was the one mistake they could not afford to make, and it cost them the Super Bowl.

### **Poor Tackle Leads to TD**

Under the heat of a blitz, Dawson fired a quick hitch pass to Taylor on the right sideline. Earsell Mackbee, the Minnesota corner back, rushed up and hit Otis just as he caught the ball. It was a poor tackle, however, and the shifty Taylor slid off and broke into the clear down the sideline. Safetyman Karl Kassulke raced over to intercept the runaway Chief but Taylor put a fake on him and breezed into the end zone.

The Viking defenders had two solid shots at Taylor--and they missed. This is not the way Super Bowl games are won.

Although Dawson was the inspiration and the catalyst in the Kansas City triumph, he was not the instrument. That instrument was the massive KC defensive line, the same line that had destroyed the Jets' Joe Namath in the divisional playoff and then Oakland's Daryle Lamonic in the AFL championship game. As Super Sunday dawned, most of the football world believed Minnesota, the tough guys from the NFL, had the finest defensive foursome in either league. By late afternoon, few doubted that Kansas City's rush-line of Brown, Mays, Culp and Buchanan was without peer. It had met the Vikings at their own game--head-knocking, bone-

jarring football--and had shown marked superiority.

"We felt that if we could outthit them, we could beat them," said 6-4 250-pound Mays.

This was KC's basic strategy on defense. There were special plans, of course, like keeping Kapp in the pocket and closing down the middle to the runs of Osborn, Bill Brown and Oscar Reed, who had crumpled a fine Cleveland defense in the NFL title game. But, above all, the big KC defense was committed to overpowering the Vikings with sheer brute force. Leave the finesse to Dawson and the offense. The issue would be resolved, as are most football battles, in the trenches up front where the Chiefs' four strongmen were prepared to out-muscle the enemy at every turn.

Example: The Chiefs often lined up with 6-7 260-pound Buchanan, a tackle, playing head-on against Minnesota's All Pro center, Mick Tingelhoff. The idea was to have Buchanan work Tingelhoff over and prevent him from making key blocks on the middle linebacker. It was a mismatch at best; the Viking center weights only 235 and is four inches shorter than the Kansas City defensive giant. Time and again, Buck rattled Tingelhoff's helmet as the ball was snapped. It was a duel at point-blank range.

### **Vikes' Rushing Nullified**

How successful was KC's master plan on defense? Well, the hard-running Vikes could gain only 67 yards all day. Brown got 26, Reed 17, Osborn 15 and Kapp 9. Minnesota didn't pick up a rushing first down until only 6:12 remained in the third period.

"We thought we had running plays that would work against them," related a disappointed





Vikings' Dave Osborn (41) had practically no success running against Chiefs' massive front four.



Grant, the Viking coach. 'But we never got started. They have such great size in that defensive line; in fact, in their whole team.'

With the Chiefs' front four putting constant pressure on Kapp, the Minnesota passing game suffered, too. Big Gene Washington, covered closely by KC's Emmitt Thomas, didn't catch a pass until only 7:39 remained in the game. And that was his only catch. The Viking leader was Henderson, who grabbed seven for 111 yards. Kapp likes to throw to his backs, Brown and Osborn, swinging into the flat or circling over the middle. The KC linebackers, however, shut these lanes down effectively. Each target area selected by Kapp suddenly became crowded with Kansas City linebackers and defensive backs. There was no way the Vikings could bust loose from the trap set by Stram's defense.

The Minnesota defense had less success against KC's multitudinous offensive formations and the shrewd play-calling of Dawson. The Chiefs' line handled the Viking rush extremely well, especially tackle Dave Hill, who played the great Carl Eller to a standstill in their personal battle. Although the KC runners, a swift array of mini-backs, didn't break loose for their customary long-gainers, they did nickel-and-dime the daylights out of Minnesota. Garret was 11-for-39, Hayes 8-for-31, Warren McVea 12-for-26 and Pitts (the end) 3-for-37. Robert Holmes made only seven yards on five carries but the efforts of his running mates, who slashed the necessary yardage in key situations, enabled Kansas City to exercise complete ball-control.

Consider this: the Chiefs, nursing a 16-point lead, received the second half kickoff. When they finally sur-

rendered the ball on a punt, only 9:06 remained in the quarter. And the punt came from their own 25. In other words, they consumed nearly six minutes to advance the football a net total of 10 yards. Later, the Vikings coughed the ball up on an interception with four minutes to go. They never saw it again.

### Play-Action Master

Dawson was a master of play-action this day. He faked the offensive flow in one direction, waited for the Viking reaction, and then hit swiftly in another sector. The Chiefs allowed Eller and Page and Marshall and the others to barrel across the line, then either cut them down from the side or sent Garrett or Hayes whizzing past them on another course.

The play-action strategy also took the great pass rush away from the Minnesota front four. After being tricked by Dawson's sleight-of-hand a few times, the Viking defenders were uncertain and cautious; the reckless charge was foolhardy against the Chiefs' quick-hitting attack. The matador had the tiring bull frozen in his tracks.

Len Dawson proved it all in the fourth Super Bowl.

"I really wanted this one," said the 34-year-old ex-NFL quarterback. "We have been explaining the first Super Bowl defeat by Green Bay for three years. We weren't the only team to lose to the Packers; they beat everybody. But we've always had to explain that one. Now, perhaps, the explaining is over."

And so it is for the Kansas City Chiefs. They met the Minnesota Vikings, the best the NFL could send against them, and they won. Nothing more can be asked of a team under the pressure of championship competition.



★★★★★★★★★★★★★★★★★★★★

# The AFC: Newest Look in Pro Football

★★★★★★★★★★★★★★★★★★★★

# American Football

The Kansas City Chiefs, 1969 AFL champions and winners of the Super Bowl, face a more formidable array of challengers this year than they did last season. First, there are KC's bitter ex-AFL rivals, Oakland, New York and San Diego. Second, there are Cleveland and Baltimore, two former NFL powers who have switched over to the new American Football Conference. Any one of these five clubs is capable of preventing the Chiefs from making it two in a row in 1970.

The AFC's Western Division shapes up as a three-team scramble with Oakland, 12-1-1 last year, and San Diego (8-6) posing legitimate threats to the Super Chiefs. In the East, New York must overcome the Colts to repeat as divisional champion. The Central Division could result in a two-way fight between coach Paul Brown's present team, the Cincinnati Bengals, and his former team, the Cleveland Browns.

Kansas City appears to be a team with no apparent weaknesses. The defensive backfield may be the best in the AFC, the defensive front four is magnificent, the offensive line is solid and quarterback Len Dawson directs an imaginative multiple offense that includes swift runners like Mike Garrett, Warren McVea and Robert Holmes and star receivers Otis Taylor, Frank Pitts and Gloster Richardson.

## Oakland Explosive

Oakland will again field an explosive passing team, headed by quarterback Daryle Lamonica, and a strong defense. Lamonica has two fine receivers in Warren Wells and Fred Biletnikoff, who caught 26 TDs between them last year. Chargers could use improved ground attack. Oakland front four is among the best in pro ball and the secondary is an all-veteran unit. San Diego had AFL's top receiver last year in Lance Alworth and the best rusher in little Dickie Post but offense needs more consistent quarterbacking from John Hadl and Marty Domres. The linebacking is real good but coach Charlie Waller lists a better pass rush among his priority needs. Denver, the fourth western entry, should have a solid ground game with Floyd Little, ex-Cardinal Willis Crenshaw and rookie Bob Anderson but the quarterback position is unsettled. Bronco defense is adequate and ex-Steeler Paul Martha should strengthen the secondary.

If the Jets succeed in bolstering their secondary, they could climb back to the top in 1970. The passing game, with Joe Namath firing to Don Maynard, George Sauer and Pete Lammons, is among the best in the AFC and the running of Matt Snell and Emerson Boozer is exceptional. New York's front four is a fine

# Conference Preview

pass rush unit but in the secondary much depends on how far Jim Hudson comes back from knee surgery and how well rookie Steve Tannen, a No. 1 pick, can play at safety.

## Colts a Factor

Injuries hurt Baltimore last year but if veteran QB John Unitas can regain his classic form, the Colts will give New York a real battle. The Baltimore defense is sound but the club could use a good year from tight end John Mackey and some other running to help Tom Matte.

The Boston Patriots and the Buffalo Bills have offensive problems which center around their quarterbacks. Mike Taliaferro is the Pats' QB but he must improve if the club is to move up in 1970. The Bills are seeking a replacement for the retired Jackie Kemp. They will pick from among Jim Harris, Dan Darragh and rookie star Dennis Shaw. Buffalo has fine running attack led by O.J. Simpson and it will get even better if a few holes are plugged on the offensive line. Likewise, Boston presents a powerful rushing game with Jim Nance and Carl Garrett as the prime figures. The Miami Dolphins appear to have strengthened themselves considerably for 1970. Paul Warfield and Marv Fleming were acquired in trades and they join Karl Noonan and

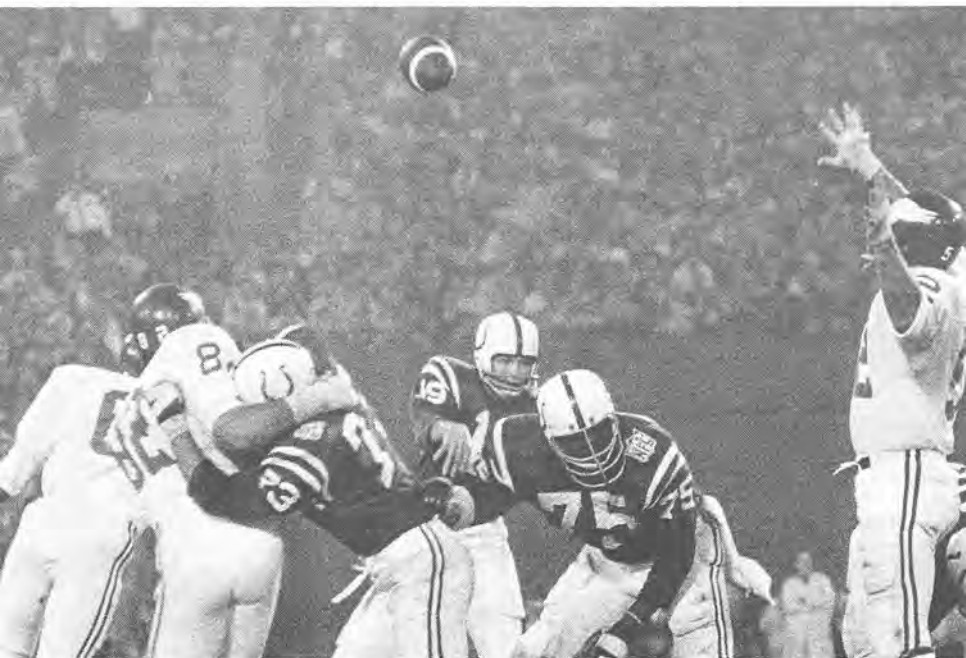
Howard Twilley to form a splendid receiving corps. QB Bob Griese, hurt much of 1969, is fit again and could be one of top young throwers in the game.

Cleveland brings a solid, winning football team into the Central Division. Leroy Kelly is a legitimate 1,000-yard rusher, Bill Nelsen ranks with the top QBs in the game and Gary Collins has few peers as a flanker. However, the Browns do need a back-up QB behind Nelsen, an improved pass rush up front and maybe a young cornerback to replace Erich Barnes, now 35 and holding. If coach Paul Brown can come up with some defensive line help, his Cincinnati Bengals, 4-9-1 last year, could be the team to beat. Bengals have fine young QB in Greg Cook, AFL's No. 1 last season, and talented receivers in Bob Trumpy, Speedy Thomas and Eric Crabtree.

Quarterback Charley Johnson takes over at Houston this year, replacing Pete Beathard, but the Oilers need a more consistent performance from their receivers and a better pass rush if they are to be contenders. Pittsburgh comes to the AFC's Central Division with a good defensive front four and with two fine quarterback prospects in Terry Hanratty and rookie Terry Bradshaw, the No. 1 pick. But Steelers need offensive line help, more speed in the backfield and better kicking.



# BALTIMORE COLTS



**GUARD John Williams (75) and tackle Sam Ball (73) offer the protection as the old master, Johnny Unitas, unleashes against the Eagles.**

In a relatively short span of time, the Baltimore Colts franchise has run the gamut from despondency to complete success. Deprived of a franchise back in 1950 after only 94,992 fans attended the six home games, the Colts went out of business until January of 1953.

Then, Carroll Rosenbloom took over... the Colts met a pre-requisite of 15,000 season tickets sold, and ever since the club has enjoyed great success, both on the field and at the box office. That fan support, which comes close to being as diehard as any in existence, has never wavered since the Colts

won back-to-back NFL titles in 1958 and 1959. A crowd at Memorial Stadium is like no other. Supreme rooters, Colt fans cascade a never-ending roar from start to finish of any game, and season sell-outs are the rule, not the exception.

From those NFL crowns in 1958-59, through the Western title in 1964 and the 1968 NFL championship, the Colts have been peopled by outstanding players. Unitas, Ameche, Berry, Moore, Marchetti, Sandusky, Matte... they're all part of the great tradition. It's a tradition taking on new meaning for the Colts in the 1970's as the club moves into the AFC.



## Baltimore 1970 Schedule

September 20	.....at San Diego	1:00 p.m.
September 28	.....KANSAS CITY	9:00 p.m.
October 4	.....at Boston	1:00 p.m.
October 11	.....at Houston	1:00 p.m.
October 18	.....at New York Jets	1:00 p.m.
October 25	.....BOSTON	2:00 p.m.
November 1	.....MIAMI	2:00 p.m.
November 9	.....at Green Bay (Mil)	8:00 p.m.
November 15	.....BUFFALO	2:00 p.m.
November 22	.....at Miami	1:00 p.m.
November 29	.....CHICAGO	2:00 p.m.
December 6	.....PHILADELPHIA	2:00 p.m.
December 13	.....at Buffalo	1:00 p.m.
December 19	.....NEW YORK JETS	3:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Baltimore	20	.....LOS ANGELES	27
"	14	.....Minnesota	52
"	21	.....Atlanta	14
"	24	.....PHILADELPHIA	20
"	30	.....New Orleans	10
"	21	.....SAN FRANCISCO	24
"	41	.....WASHINGTON	17
"	14	.....GREEN BAY	6
"	17	.....San Francisco	20
"	24	.....Chicago	21
"	13	.....ATLANTA	6
"	17	.....DETROIT	17
"	10	.....Dallas	27
"	13	.....Los Angeles	7
TOTALS	<u>279</u>		<u>268</u>

FINAL RECORD: WON 8 — LOST 5 — TIED 1

(Home Games Capitalized)

## Baltimore Key Players



**MIKE CURTIS, LB, 6-2, 232, 6th Yr., Age 26, Duke.**

All-NFL linebacker is noted for his ferocity, consistent rugged performance. Was a fullback as a rookie, switched to LB in '66 and has been outstanding ever since. Had two interceptions in '68, including 38-yard TD.

**TERRY COLE, RB, 6-1, 220, 3rd Yr., Age 24, Indiana.**

Hampered by injuries last season, hard, young runner is a rugged competitor, fine blocker with great future. Carried only 72 times last year for 204 yards and two TDs after a 418-yard harvest in 1968.



**JERRY LOGAN, DB, 6-1, 190, 8th Yr., Age 29, W. Texas State.**

Regular defensive back since rookie year, consistency is his trademark. Shows disregard for injuries and makes the big play often. One interception in '69 gives him 20 for 230 yards in career. Can also double as punt return man.

**JOHN MACKEY, TE, 6-2, 225, 8th Yr., Age 29, Syracuse.**

All-Pro star has been in Pro Bowl five times in six years. Generally regarded as top TE in football. Powerful runner after catching ball. Had 34 catches, 2 TDs last year for career total now of 281 grabs, 4,549 yards, 35 TDs.



**TOM MATTE, Halfback, 6-0, 215, 10th Yr., Age 31, Ohio State.**

Versatile star is runner, blocker, receiver, great all-purpose player. No. 1 draft choice in 1961, he had 909 yards rushing for 11 TDs last year. Career marks show 3,832 yards rushing, 205 passes caught and total of 48 TDs.

**FRED MILLER, DT, 6-3, 250, 8th Yr., Age 30, LSU.**

Rated as one of best DTs in football, he's been a starter for rugged Colts since his rookie season. Extremely quick, very strong, twice selected for Pro Bowl game. Considered to be among best pass rushers in NFL.



**BILLY RAY SMITH, DT, 6-4, 250, 12th Yr., Age 34, Arkansas.**

Veteran defender gets better with age, it seems. Came to Colts in 1961 trade and has been a strongman on front four ever since. Originally a defensive end with Pittsburgh Steelers, he combines good speed with finesse and strength.



\* **WILLIE RICHARDSON, WR, 6-2, 200, 8th Yr., Age 30, Jackson St.**

Speedy receiver tied for club lead in pass receiving last year with 43 catches, good for 646 yards and three TDs. Has all the moves, fine hands. Best year was '67 when he had 63 catches for 860 yards, eight TDs to make All-Pro team.

\* Traded to Pittsburgh



**BUBBA SMITH, DE, 6-7, 295, 4th Yr., Age 25, Michigan St.**

Started as tackle in '67, then injured knee and saw limited action. Worked hard when switched to DE and turned in outstanding season last year as scourge of opposing QBs, running backs. Unanimous All-American in college.

**LOU MICHAELS, K-DE, 6-2, 250, 13th Yr., Age 33, Kentucky.**

Valuable player who does Colts' kicking as well as being a defensive end. Has scored more than 100 points in a season five times in his career. Totaled 75 in 1969, including 14 field goals giving him career mark of 179 FGs.



**JOHNNY UNITAS, QB, 6-1, 196, 15th Yr., Age 37, Louisville.**

Great quarterback still rates as the all-time No. 1 passer in pro football history. Had 178 completions, 12 TD throws last year after sitting out almost all of 1968. Career marks, all records, are 2,450 completions, 266 TDs, more than 35,000 yards gained.

**BOB VOGEL, Tackle, 6-5, 250, 8th Yr., Age 29, Ohio State.**

Recognized as among the elite of pro football's offensive tackles, No. 1 draft choice in 1963, known for deadly blocking ability, speed, toughness and intelligence. All-Pro four times, and in Pro Bowl four times. Has been helpful in giving tips to young linemen.



**RICK VOLK, DB, 6-3, 196, 3rd Yr., Age 24, Michigan.**

Among finest young DBs in football, was a starter in his rookie season and set club record with 94-yard interception return. Had four steals in '69, including a 23-yarder, to give him 16 thefts in two seasons. Already a Pro Bowler.

## **Don McCafferty**

### *Head Coach*



After 11 years as an assistant coach with the Colts, 49-year-old Don McCafferty was named head coach at Baltimore this past April. During his tenure as an assistant, McCafferty was the offensive coordinator, and brings with him a keen insight to the head coach position. McCafferty's selection was a popular one among Colt players who are pointing for a better season than last year's 8-5-1 finish after an NFL title the previous year. McCafferty is a big man — 6-5 and 250 pounds — with a solid football background. He played his college football at Ohio State under Paul Brown, then service football while in the Army, and finally spent a year as a two-way end with the New York Giants. He began his coaching career at Kent State University as an assistant coach, remaining there for 10 years before joining the Colts in 1959 as an offensive end coach under Weeb Ewbank.

# Baltimore 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro		No.	Name	Pos.	Ht.	Wt.	Pro	
					Age	Yr.						Age	Yr.
73	Ball, S.	T	6-4	240	26	5	42	Maxwell, T.	DB	6-2	195	22	2
55	Campbell, J.	LB	6-3	225	32	8	—	May, R.	LB	6-1	230	25	4
34	Cole, T.	RB	6-1	220	24	3	79	Michaels, L.	K-DE	6-2	250	32	13
48	Conjar, L.	RB	6-0	214	25	4	76	Miller, F.	DT	6-3	250	29	8
50	Curry, B.	C	6-2	235	26	6	84	Mitchell, T.	TE	6-2	215	25	3
32	Curtis, M.	LB	6-2	232	25	6	15	Morrall, E.	QB	6-2	206	35	15
35	Duncan, J.	DB	6-2	200	23	2	44	Moss, R.	TE	6-3	215	22	2
31	Dunn, P. L.	FB	6-2	215	28	7	28	Orr, J.	WR	5-11	185	33	13
51	Grant, B.	LB	6-2	225	22	3	27	Perkins, R.	WR	6-0	183	26	4
17	Havrilak, S.	DB	6-2	195	21	2	62	Ressler, G.	G	6-3	250	26	6
83	Hendricks, T.	LB	6-7	215	21	2***	87	Richardson, W.	WR	6-2	198	29	8
45	Hill, J.	RB	5-11	217	30	9	54	Riley, B.	LB	6-2	220	22	2
85	Hilton, R.	DB	6-6	240	26	6	74	Smith, B. R.	DT	6-4	250	34	12
33	Hinton, E.	WR	6-0	200	22	2	78	Smith, B.	DE	6-7	295	24	4
61	Johnson, C.	G	6-2	245	26	3	47	Stukes, C.	CB	6-3	212	25	4
* 65	Kostelnik, R.	DT	6-4	260	29	10	71	Sullivan, D.	G	6-3	250	31	9
** 49	Lee, D.	K	6-4	230	25	5	19	Unitas, J.	QB	6-1	196	36	15
20	Logan, J.	S	6-1	190	28	8	72	Vogel, B.	T	6-5	250	27	8
88	Mackey, J.	TE	6-2	224	27	8	21	Volk, R.	S	6-3	195	24	4
41	Matte, T.	RB	6-0	214	30	10	16	Ward, J.	QB	6-2	195	26	3
67	Mauck, C.	C	6-3	240	23	2	75	Williams, J.	G	6-3	256	23	3

\* Retired

\*\* Traded to New Orleans

\*\*\* Traded to Pittsburgh

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	BULAICH, Norm	RB	Texas Christian
2.	BAILEY, James	DT	Kansas
3.	O'BRIEN, James	WR	Cincinnati
	PERSON, Ara	TE	Morgan State
	from Los Angeles thru Philadelphia		
4.	SMEAR, Steve	LB	Penn State
	from Washington		
	Choice to Green Bay		
5.	NEWSOME, Bill	DE	Grambling
6.	GARDIN, Ron	DB	Arizona
7.	SLADE, Gordon	QB	Davidson
8.	BOULEY, Robert	T	Boston College
9.	HARRIS, Barney	DB	Texas A&M
10.	PALMER, Dick	LB	Kentucky

## Baltimore 1969 Club Leaders

Rushing						No. Yards Long TDs						
Matte	235	909	3.9	26	11	Grant	3	0	0	0		
Cole	72	204	2.8	27	2	Maxwell	3	37	22	0		
Hill	49	143	2.9	14	2	Austin	2	10	10	0		
Pearson	24	81	3.4	11	0	Gaubatz	1	11	11	0		
Havrilak	5	49	9.8	29	1	Stukes	1	6	6	0		
Dunn	13	45	3.4	11	0	Logan	1	6	6	0		
Perkins	3	36	12.0	18	0							
Unitas	11	23	2.1	13	0	Kickoff Ret. No. Yds. Avg. Long TDs						
Mackey	2	3	1.5	7	0	Pearson	31	706	22.9	51	0	
						Duncan	19	560	29.5	92t	1	
						Hinton	1	24	24.0	24	0	
Passing						Punt Ret. No. Yds. Avg. Long TDs						
Unitas	327	178	54.4	2342	12	20	Volk	10	58	5.8	14	0
Morrall	99	46	46.5	755	5	7	Havrilak	13	56	4.3	13	0
Matte	3	1	33.3	46	0	0	Logan	8	41	5.1	11	0
							Pearson	6	37	6.1	11	0
Pass Rec.						Punting						
Richardson	43	646	15.0	39	3	No. Yds. Long Avg.						
Matte	43	513	11.9	63	2	Lee	57	2580	66	45.3		
Mackey	34	443	13.0	52t	2							
Perkins	28	391	13.9	47t	3	Scoring						
Orr	25	474	18.9	47	2	TDR TDP TDs PAT FG Pts						
Hinton	13	269	20.7	46	1	Matte	11*	2	13*	0	0	79
Hill	11	44	4.0	12	0	Michaels	0	0	0	33	14	75
Mitchell	9	199	22.2	51t	3	Mitchell	0	3	3	0	0	18
Cole	9	65	7.2	18	1	Perkins	0	3	3	0	0	18
Dunn	5	30	6.0	10	0	Richardson	0	3	3	0	0	18
Pearson	4	64	24.0	37	0	Cole	2	1	3	0	0	18
Havrilak	1	5	5.0	5	0	Orr	0	2	2	0	0	12
						Hill	2	0	2	0	0	12
						Mackey	0	2	2	0	0	12
Interceptions												
Volk	4	36	23	0								

\*Led League in 1969

## Baltimore All-Time Club Leaders

### RUSHING

Lenny Moore, with 1,069 carries for 5,176 yards. (1956-'67)  
 Alan Ameche, with 964 carries for 4,045 yards. (1955-'60)

### PASSING

\*Johnny Unitas, with 2,450 completions in 4,456 attempts for 35,502 yards and 266 TDs. (1956-'69)  
 George Shaw, with 210 completions in 411 attempts for 2,820 yards and 21 TDs. (1955-'58)

### PASS RECEIVING

\*Raymond Berry, with 630 receptions for 9,275 yards and 68 TDs. (1955-'67)  
 Lenny Moore, with 363 receptions for 6,039 yards and 50 TDs. (1956-'67)

### INTERCEPTIONS

Bobby Boyd, with 57. (1960-'68)  
 Don Shinnick, with 37. (1957-'68)

### SCORING

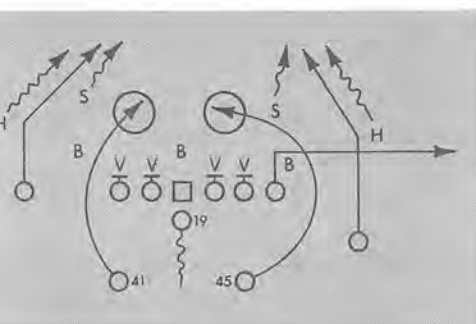
Lenny Moore, with 678 points. (1956-'67)  
 Lou Michaels, with 586 points. (1964-'69)

\*NFL all-time leader

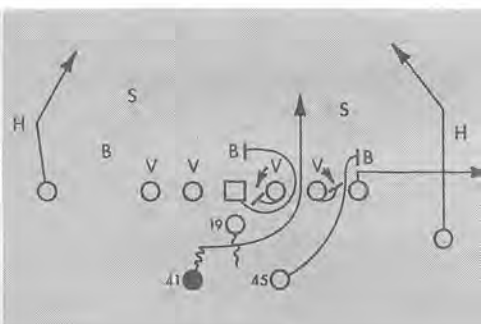


## The Big Play

One of the most effective of all passing stratagems is isolating a swift offensive running back on a bigger, less mobile linebacker, as shown in Diagram A. This is the Baltimore Colts' double circle pattern and, as can be seen, it exerts tremendous pressure on the defense. Quarterback Johnny Unitas (19) sets up the double circle by sending his split end and flanker on deep patterns down the field, and by squaring his tight end out to the right side. This leaves any further pass coverage strictly to the linebackers. As Unitas drops to throw, Jerry Hill (45) and Tom Matte (41) run circle patterns outside the end, turning into the middle of the field some 10-15 yards deep. Unitas can't wait too long to get rid of the ball, since all his blockers are out of the backfield. But John does hesitate just long enough to see what kinds of drops the linebackers take to pick up Matte and Hill over the middle. He can go to either one of his backs or, in the event they are well covered, he can always go deep to one of his wide receivers.



**Diagram A**  
DOUBLE CIRCLE



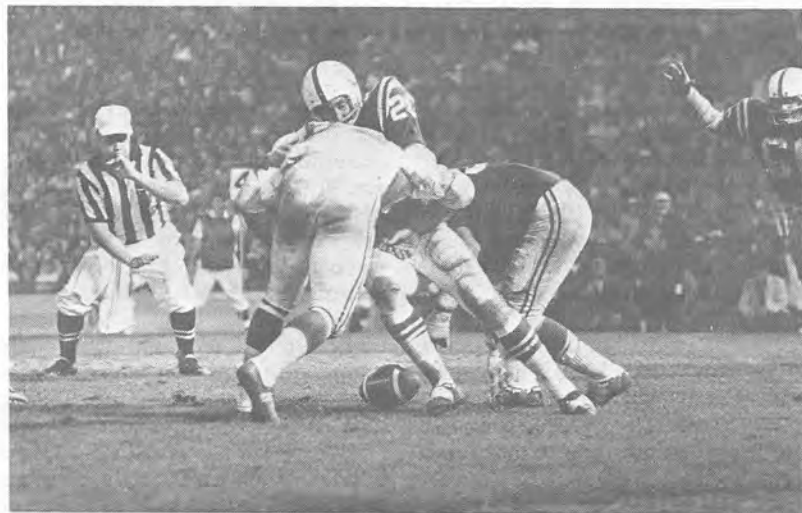
**Diagram B**  
DRAW PLAY, CENTER LEAD

The draw play outlined in Diagram B is different from most in that the center is responsible for making the key block on the middle linebacker. As John Unitas (19) drops back to pass, the Baltimore right guard and tackle allow their men to penetrate across the line from the outside. This creates a hole between guard and tackle and the center, after making the snap, circles to his right, drives into the gap and then turns left to screen block the middle linebacker. Meanwhile, halfback Jerry Hill (45) drives up to take out the enemy's left corner linebacker. Tom Matte (41) delays for a count of three, waiting as if to block for Unitas, and then he slides forward, takes the handoff from his quarterback and darts into the hole on the right side of his line. Again, timing is the key to this play. Matte must wait until the defensive pass-rushers have committed themselves and made their penetration. At that point, speed is not important; the idea is to hesitate a second or two and then shift into high gear.

## Colts in Action



**VETERAN** running back Tom Matte takes handoff from Unitas and moves for some of the 909 yards he gained rushing in 1969.



**DEFENSE** is a big part of the Baltimore success story. Here Jerry Logan jolts a Philadelphia Eagle into a fumble which was recovered by the Colts.

# BOSTON PATRIOTS



**QUARTERBACK Mike Taliaferro looks downfield for a receiver as Patriots' powerhouse fullback Jim Nance gives the QB some protection.**

**A**s long as there has been an AFL, there has been a franchise in Boston. And what better name for such a city's team than Patriots? And what better uniform colors than red, white and blue? And what better name for a smiling, outgoing team president than Billy Sullivan?

The Patriots of Boston were born Nov. 29, 1959, and they immediately started to figure in league firsts. They played the first pre-season game, against the Dallas Texans (now Kansas City Chiefs). They played the first league game, too, against the Denver Broncos.

In 1963 Mike Holovak, who had replaced Lou Saban as head coach

after five games in 1961, led the Patriots to their initial Eastern championship finish. And it was actually a first for the league as well, since they beat Buffalo in the only Eastern Conference playoff in AFL history. The Patriots have had their share of great players. Gino Cappelletti, Larry Garron and Jim Colclough came with the franchise. Babe Parilli joined in 1961, acquired in the AFL's first major player trade. Jim Nance, Nick Buoniconti, Ron Hall... these and many more have played major roles in adding to the tradition of the Hub city football tradition.

# Boston 1970 Schedule

September 20	.....MIAMI	.....1:00 p.m.
September 27	.....NEW YORK JETS	.....1:00 p.m.
October 4	.....BALTIMORE	.....1:00 p.m.
October 11	.....at Kansas City	.....1:00 p.m.
October 18	.....NEW YORK GIANTS	.....1:00 p.m.
October 25	.....at Baltimore	.....2:00 p.m.
November 1	.....BUFFALO	.....1:00 p.m.
November 8	.....at St. Louis	.....1:00 p.m.
November 15	.....SAN DIEGO	.....1:00 p.m.
November 22	.....at New York Jets	.....1:00 p.m.
November 29	.....at Buffalo	.....1:00 p.m.
December 6	.....at Miami	.....1:00 p.m.
December 13	.....MINNESOTA	.....1:00 p.m.
December 20	.....at Cincinnati	.....1:00 p.m.

(All times Local, daylight or Standard)

## 1969 Regular Season Record

Boston	7	.....Denver	35
"	0	.....KANSAS CITY	31
"	23	.....OAKLAND	38
"	14	.....NEW YORK	23
"	16	.....Buffalo	23
"	10	.....SAN DIEGO	13
"	17	.....New York	23
"	24	.....HOUSTON	0
"	16	.....MIAMI	17
"	25	.....Cincinnati	14
"	35	.....BUFFALO	21
"	38	.....Miami (Tampa)	23
"	18	.....San Diego	28
"	2	.....Houston	2
TOTALS	266		316

**FINAL RECORD: WON 4 – LOST 10**

(Home Games Capitalized)

## Boston Key Players



**HOUSTON ANTWINE, DT, 6-0, 270, 10th Yr., Age 31, So. Ill.**

Stocky "Twine" is impossible to move out of the middle. Great strength in arms (was NAIA wrestling champ) and quicker than 270-pounder should be. Five-time All-Star tackle, three-time All-League. Usually draws double-team blocking. "AFL's toughest," says Bills' Billy Shaw.

**JOHN CHARLES, DB, 6-1, 200, 4th Yr., Age 25, Purdue.**

Pats' top draft pick in '67. A tough-tackling, hard-hitting, difficult-to-fool cornerback. First interception was 35-yard TD vs. Joe Namath. Named to four All-America first teams as senior. Called "top college DB prospect" by panel of scouts in '66.



**JIM CHEYUNSKI, LB, 6-2, 220, 3rd Yr., Age 24, Syracuse.**

Rookie in 1968 inherited crucial vacancy left by trade of Nick Buoniconti, veteran "man in the middle." Yet it was Cheyunski's rapid progress that made major trade possible. Relatively low 12th round choice but came on strong. Great desire, coachability.

**CARL GARRETT, RB, 5-11, 190, 2nd Yr., Age 23, N. Mex. H'd.**

Had outstanding rookie season for Patriots, won AFL Rookie of Year honors. He rushed for 691 yards and a gaudy 5.0 average. Also caught 29 passes to lead club, and had eight TDs overall. Led team in kickoff and punt returns as well!



**DARYL JOHNSON, DB, 5-11, 190, 3rd Yr., Age 24, Morgan State.**

Saw ample action as rookie, figures to contest for starting job now... and win one. Can play all secondary positions, will be at free safety. Fastest man on team (4.3 for 40), was all-around star for unbeaten college squad, as runner, pass defender, receiver and QB.

**AARON MARSH, End, 6-1, 190, 3rd Yr., Age 24, East. Kentucky.**

Another of Pats' top rookies in 1968, this No. 3 pick caught 19 for 331 yards, four TDs. Was team's second-best receiver. Has great speed (4.6 in 40), returned kickoffs as well. "Great hands and moves," says coach Rush, "and he can go after he gets that ball."



**JON MORRIS, 6-4, 240, 7th Yr., Age 27, Holy Cross.**

East's top center, thought by many to be at least equal of Oakland's Jim Otto. All-Star every season since rookie year. Beat out Otto for All-League in '66. Top craftsman at pickup of red dogs, cut-off blocking and working down on double-block.

**JIM NANCE, RB, 6-1, 240, 6th Yr., Age 27, Syracuse.**

AFL's leading rusher in 1966-67, he was hampered by injuries in 1968, but bounced back last year for 750 yards rushing and six TDs. Also caught 29 passes and continued to prove that he's a big, strong, rugged performer.







**TOM NEVILLE, OT, 6-4, 255, 6th Yr., Age 26, Mississippi State.**

Consistently top-rated Pats' lineman in blocking efficiency. "Toughest for me," says Raiders' Ike Lassiter. Took regular job midway through rookie season ('65), was named to East All-Stars in '66. Has label of "hard to beat" on running plays, and is top pass-blocker.

**ED PHILPOTT, LB, 6-3, 240, 4th Yr., Age 24, Miami (O.).**

Quick and agile big man, Ed picked off four passes in '68. Originally drafted as DE, got chance at LB when veteran Tom Addison was hurt in '67. Blocked punt, recovered fumble and had interception in first-ever game at new position. Has not missed starting since.



**LENNY ST. JEAN, Guard-DE, 6-1, 245, 7th Yr., Age 28, N. Mich.**

Former Michigan lumberjack (honest) plays offense and defense. Made '66 All-East in first season as guard. Known for blocking through middle and for pulling to lead sweeps. Called "Boston Strong Man" for unusual feats of strength.

**MIKE TALIAFERRO, QB, 6-2, 205, 7th Yr., Age 29, Illinois.**

Won first-string job last year after sharing job in 1968, and turned in fine season for Boston. Former Joe Namath sub in New York fired 160 completions for 2,160 yards and had 19 TD pitches, second best figure in AFL.



**RON SELLERS, WR, 6-4, 195, 2nd Yr., Age 24, Florida.**

Top draft choice was injured through most of first half of rookie season, then came on in second half to grab 27 passes for 705 yards and big 26.1 average-per-catch. Scored six TDs. Fine prospect with great future.



### **Clive Rush** *Head Coach*

After six years as the highly successful offensive assistant of the New York Jets, Clive Rush took over as head coach of the Patriots last year at the age of 37. The job proved to be a rough one at the outset as Boston dropped its first seven games of 1969, but the Patriots bounced back strongly in the second half of the campaign, winning four of seven to conclude with a 4-10 mark. In each of those final seven games, Boston was in contention all the way, and could easily have won all seven games. Now with fine young talent, Rush could well be on the way to emulating his success with the Jets. A graduate of Miami of Ohio, Clive played a year with the Green Bay Packers and began his coaching career in 1953 at Dayton University. He subsequently moved on to Ohio State, under Woody Hayes, Oklahoma, under Bud Wilkinson and finally to his first head job at Toledo. In 1963, Clive joined the Jets, and in addition to coordinating the offense, made quarterback Joe Namath and receivers George Sauer and Don Maynard his special projects. His success is obvious. As the offensive architect of the New York club, Clive helped develop Namath and Sauer, which led to the Jets' Bowl triumph.

# Boston 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
65	Antwine, H.	DT	6-0	270	31	10	47	Johnson, B.	LS-RS	5-10	180	27	4
38	Bailey, B.	RB	6-0	200	25	5	23	Johnson, D.	CB	5-11	190	23	3
85	Beer, T.	TE	6-3	235	25	4	74	Jones, E.	T	6-4	255	22	2
83	Berger, R.	DE	6-8	275	26	2	76	Long, C.	G	6-3	250	32	10
22	Blanks, S.	RB	6-0	205	30	8	29	Marsh, Aaron	CB	6-1	190	24	3
57	Bramlett, J.	LB	6-1	220	28	6	28	McMahon, A.	RS	5-11	190	24	3
86	Brown, B.	LB-TE	6-2	220	26	5	64	Montler, M.	G-C	6-4	270	26	2
67	Bugenhagen, G.	T-C	6-2	250	24	2	56	Morris, J.	C	6-4	255	28	7
20	Cappelletti, G.	WR-K	6-0	190	36	11	35	Nance, J.	RB	6-1	240	27	6
41	Carwell, L.	CB	6-2	190	25	6	77	Neville, T.	T	6-4	255	27	6
51	Caveness, R.	LB	6-2	225	27	6	44	Outlaw, J.	CB	5-10	180	25	2
25	Charles, J.	LS	6-1	200	26	4	52	Philpott, E.	LB	6-3	240	24	4
50	Cheyunski, J.	LB	6-2	220	24	3	33	Rademacher, B.	WR	6-1	190	28	7
66	Feldhausen, P.	T	6-6	265	23	2	49	Richardson, T.	WR	6-2	195	25	2
81	Frazier, C.	WR	6-0	190	27	10	60	St. Jean, L.	G	6-1	245	28	7
73	Funchess, T.	T	6-6	260	25	3	54	Schottenheimer	LB	6-3	225	26	6
13	Gamble, R.C.	RB	6-3	220	27	3	26	Scott, Clarence	LS	6-2	205	26	2
30	Garrett, C.	RB	5-11	190	23	2	34	Sellers, R.	WR	6-4	195	25	2
24	Gladieux, B.	RB	5-11	190	23	2	17	Taliaferro, M.	QB	6-2	205	28	7
15	Hammond, K.	QB	6-1	190	25	3	75	Toner, E.	DT	6-2	250	25	2
68	Henke, K.	DE	6-4	250	25	3	42	Webb, D.	RS	5-10	195	31	10
79	Hunt, J.	DT	5-11	255	31	11	55	Williamson, J.	LB-C	6-2	220	27	7
21	Janik, T.	LS-RS	6-3	200	29	8	71	Witt, M.	DE	6-3	250	24	4

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	OLSEN, Phil.....	DT	Utah State
2.	Choice to Houston.....		
3.	BALLOU, Mike.....	LB	UCLA
4.	RAY, Eddie.....	DB	LSU
5.	OLSON, Bob.....	LB	Notre Dame from Miami
	Choice to New York Jets.....		
6.	Choice to Buffalo.....		
7.	LAWSON, Odell.....	RB	Langston, Okla.
8.	Choice to New York Jets.....		
9.	WIRGOWSKI, Dennis.....	DE	Purdue
10.	BROWN, Henry.....	K-WR	Missouri

## Boston 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs	No.	Yards	Long	TDs				
Nance . . . .	193	750	3.9	43	6	Cheyunski . . . . .	1	37	37	0			
Garrett . . .	137	691	5.0	80	5	Bramlett . . . . .	1	26	26	0			
Gamble . . .	16	35	2.2	9	0								
Blanks . . . .	7	30	4.2	12	0								
						Kickoff Ret.	No.	Yards	Avg.	Long	TDs		
						Garrett . . . . .	28	792	28.3	63	0		
Passing	Att.	Comp.	Pct.	Yards	TDs	Int.	Marsh . . . . .	6	176	29.3	41	0	
Taliaferro	331	160	48.3	2160	19	18	Blanks . . . . .	6	131	21.8	25	0	
Hammond	6	2	33.3	31	0	0	Scott . . . . .	6	43	7.2	14	0	
							Gladieux . . . .	4	61	15.3	20	0	
Pass Rec.	No.	Yards	Avg.	Long	TDs		Punt Ret.	No.	Yards	Avg.	Long	TDs	
Garrett . . . .	29	267	9.2	34	2		Garrett . . . . .	12	159	13.3	45	0	
Nance . . . .	29	168	5.8	27	0		Carwell . . . .	5	43	8.6	13	0	
Sellers . . . .	27	705	26.1	77	6		Blanks . . . . .	5	10	2.0	12	0	
Frazier . . . .	19	306	16.1	50	7								
Rademacher .	17	217	12.7	40	3								
Whalen . . . .	16	235	14.7	47	1								
Marsh . . . . .	8	108	13.5	34	0		Punting	No.	Yards	Avg.	Long		
Gamble . . . .	7	74	10.6	20	0		Janik . . . . .	70	2903	41.5	56		
Brown . . . . .	6	69	11.5	15	0								
Interceptions	No.	Yards	Long	TDs			Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Charles . . . . .	4	46	25	1			Cappelletti	0	0	0	26	14	68
Philpott . . . .	4	37	16	0			Garrett . . .	5	2	7	0	0	42
Carwell . . . . .	4	114	38	0			Frazier . .	0	7	7	0	0	42
Webb . . . . .	2	32	32	0			Sellers . .	0	6	6	0	0	36
Johnson . . . .	2	23	23	0			Nance . . .	6	0	6	0	0	36
							Rademacher	0	3	3	0	0	18

## Boston All-Time Club Leaders

### RUSHING

Jim Nance, with 4,338 yards in 1,049 carries for 33 TDs.	(1965-'69)
Larry Garron, with 2,992 yards in 761 carries for 14 TDs.	(1960-'68)

### PASSING

Vito (Babe) Parilli, with 1,047 completions in 2,412 attempts for 132 TDs.	(1961-'67)
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### PASS RECEIVING

Jim Colclough, with 283 receptions for 5,001 yards and 39 TDs.	(1960-'68)
Gino Cappelletti, with 279 receptions for 4,393 yards and 40 TDs.	(1960-'69)

### INTERCEPTIONS

Ron Hall, with 29.	(1961-'67)
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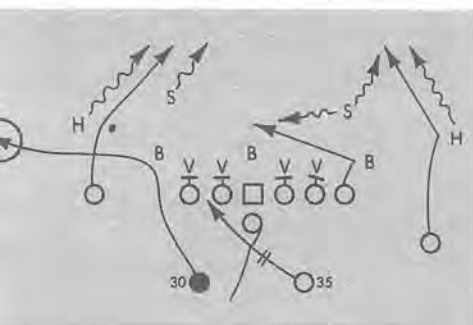
### SCORING

*Gino Cappelletti, with 1,100 points.	(1960-'69)
Jim Colclough, with 234 points.	(1960-'68)
Jim Nance, with 204 points.	(1965-'69)

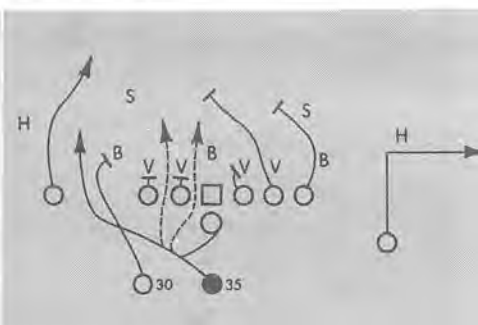
\*AFL all-time record

## The Big Play

A power runner such as Boston fullback Jim Nance (35) keeps the rival defense "honest" and thus enables the Patriots to work any number of variations off their standard plays. In Diagram A, Boston freezes the defense for a split second with a fake handoff to the 6-1, 240 pound Nance, who carries out the fake and drives off-tackle on the weak side. If Nance has run this hole successfully several times, the defense may be overly conscious of the running thrust. While Nance is setting up the defense, halfback Carl Garrett (30) heads for the line as if to block the corner linebacker and clear the way for Nance. As the defense reacts to the anticipated running play, Garrett quickly changes direction and slides out into the left flat, where he is usually open to take a short pass. This zone has been cleared by the Patriots' split left end, who runs a deep pattern downfield, drawing the halfback and safetyman out of Garrett's receiving area. Although this is a pass play, its success hinges directly on Nance making an effective fake into the line, and on Garrett timing his break to the outside to catch the ball. If Carl makes his move a second early, the defense will "smell" pass and will move to break it up.



**Diagram A**  
HALFBACK FLAT PASS



**Diagram B**  
FULLBACK OFF-TACKLE OPTION

Boston fullback Jim Nance (35) has several options on the off-tackle play shown in Diagram B. As the big running back takes a reverse spin handoff from his quarterback, the Patriot linemen on the left side zone block (or option block) against the defense and halfback Carl Garrett (30) drives forward to take out the enemy corner linebacker on that side. In the space of two or three seconds, Nance must size up the situation and make a decision — go inside or out. His choice is determined by the blocking pattern in front of him. If the hole opens quickly to the inside, Jim veers into it, cutting behind the blocks of his linemen. If the inside is log-jammed, however, Nance is likely to take it to the outside, hoping that Garrett has been able to wipe out the corner linebacker in that area. Whatever happens, Nance does not have much time to make up his mind. He must take a quick look and then commit himself totally to one course or the other. He can't pussy-foot or everything will close up.

## Patriots in Action



**HERE'S** some sinew in evidence as Patriots' Houston Antwine and Jim Cheyunski knock a Falcon runner off his feet in pre-season battle.



**JOLTING** tackle by Larry Eisenhauer (72) of Patriots causes Falcons' Randy Johnson to fumble. Jim Hunt (79) pounced on ball for Boston.



# BUFFALO BILLS



**HEADING** upfield after picking off an interception is defensive back Butch Byrd of the Bills. Butch swiped seven passes in 1969, including one for a touchdown.

**T**o AFL fans, "that team" on the shores of Lake Erie can mean only one thing: the Buffalo Bills. And, if War Memorial Stadium held 80,000, local citizens could match in number as well as in enthusiasm their NFL rivals on the other side of the big lake, the Cleveland Browns' backers.

Buffalo was a member of the old All-America Conference, and as such was long familiar — and desirous — of another chance in pro football. When it finally happened, in 1959 as an original AFL franchise, it did not take long for owner Ralph Wilson to see he had made the right choice. Home games are almost always sellouts,

and visiting players say the noise level is several decibels higher than anywhere else in the AFL.

Wilson is as enthusiastic as the most rabid fan. He has not missed a home game yet, and once had to jet back from a Saturday business meeting in Europe in time for Sunday kickoff to keep his record intact. The Bills have rewarded such loyalty — to the fans and the owner — with three divisional titles (1964-'65-'66) and two league crowns.

From Elbert "Golden Wheels" Dubenion to Cookie Gilchrist and now to such stars as Haven Moses, Butch Byrd and O. J. Simpson, Buffalo is rich, and will stay that way, in football heritage.

## Buffalo 1970 Schedule

September 20	DENVER	1:00 p.m.
September 27	LOS ANGELES	1:00 p.m.
October 4	NEW YORK JETS	1:00 p.m.
October 11	at Pittsburgh	1:00 p.m.
October 18	MIAMI	1:00 p.m.
October 25	at New York Jets	1:00 p.m.
November 1	at Boston	1:00 p.m.
November 8	CINCINNATI	1:00 p.m.
November 15	at Baltimore	2:00 p.m.
November 22	at Chicago	1:00 p.m.
November 29	BOSTON	1:00 p.m.
December 6	at New York Giants	1:00 p.m.
December 13	BALTIMORE	1:00 p.m.
December 20	at Miami	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Buffalo	19	NEW YORK	33
"	3	HOUSTON	17
"	41	DENVER	28
"	14	Houston	28
"	23	BOSTON	16
"	21	Oakland	50
"	6	Miami	24
"	7	KANSAS CITY	29
"	6	New York	16
"	28	MIAMI	3
"	21	Boston	35
"	16	CINCINNATI	13
"	19	Kansas City	22
"	6	San Diego	45
TOTALS	230		359

**FINAL RECORD: WON 4 – LOST 10**

(Home Games Capitalized)

# Buffalo Key Players



**O. J. SIMPSON, RB, 6-2, 204, 2d Yr., Age 22, U.S.C.**

No. 1 draft choice was center of attraction by opposition in almost every game he played as rookie. Came on to finish with 697 yards rushing for 3.9 average, caught 30 passes for another 343 yards, scored five TDs. Unlimited potential.

**HAVEN MOSES, WR, 6-3, 205, 3rd Yr., Age 23, San Diego St.**

Fine young receiver led club in receptions in 1969, latching onto 39 passes for 752 yards, a fine 19.3 average per catch, and five touchdowns. It marked second straight year that he had led the club in receiving.



**BUTCH BYRD, DB, 6-0, 196, 7th Yr., Age 28, Boston U.**

One of top cornerbacks in all of pro football. Led team with seven interceptions (95 yards, 1 TD) last season, is all-time team leader with 36. Had seven for 178 yards and TD in '64, his best season. Crisp tackler, good on cutting sweeps. First pro theft 72-yard TD.

**BILLY MASTERS, TE, 6-5, 240, 4th Yr., Age 25, L.S.U.**

Moved into starting role last year after Paul Costa was switched to offensive tackle. Came through with 33 receptions for a total of 387 yards and one touchdown. Strong blocker, he should continue to improve with steady work.



**JIM DUNAWAY, DT, 6-4, 282, 8th Yr., Age 28, Mississippi.**

Has played in four All-Star games. Tremendous size. Teams with Taterek to form biggest tackle combo in East. Said to be still short of true potential. Had 72-yard TD run with blocked FG against Jets in '66. Bills' No. 2 draft choice in '63, NFL Vikings' No. 1.

**PAUL GUIDRY, LB, 6-2, 228, 5th Yr., Age 26, McNeese State.**

In first season as starter Guidry impressed with consistently high gradings. Playing strong side for retired John Tracey, he provided sure-handed tackling with speed, strength and surprising poise. Pulled in two interceptions in '69.



**HARRY JACOBS, LB, 6-1, 226, 11th Yr., Age 32, Bradley.**

Veteran MLB has resisted all challengers to winning first string job as Bills' MLB. Solid performer, crafty, he has been strong player for years with Buffalo. Came up with two pass interceptions in '69 for 13 yards returned.

**JIM HARRIS, QB, 6-3, 210, 2d Yr., Age 22, Grambling.**

Retirement of Jack Kemp leaves QB job up for grabs, and Harris has good chance of winning it. Suffered knee injury last year which sidelined him early in campaign. Brief stats showed 15 completions for 270 yards and one TD connection.





**RON MCDOLE, DE, 6-3, 270, 10th Yr., Age 31, Nebraska.**

Outstanding player who draws a lot of double-teaming by the opposition. All-AFL selection in past, he was originally signed as a free agent. Has career mark of six interceptions is remarkable for a DE. Top pass-rusher.

**BOOKER EDGERSON, DB, 5-10, 185, 9th Yr., Age 30, W. Illinois.**

May well be the most underrated cornerback in the AFL. Has been a starter in the league for eight seasons and shows career total of 23 interceptions, including two returned for TDs. Strong tackler, fine competitor.



**DAN DARRAGH, QB, 6-3, 196, 3rd Yr., Age 23, William & Mary.**

Same situation as Harris, as both strive to win starting QB role. He too sat out good deal of 1969 with a shoulder injury, but is ready to go again. Stats last year showed 24 completions for 365 yards and one TD connection.

**PAUL COSTA, Tackle, 6-4, 255, 6th Yr., Age 27, Notre Dame.**

After spending four seasons in league as a tight end, switched to offensive right tackle in 1969 and became a starter. Did fine job, showing outstanding speed to go with size and strength. Should be even better this season.



**MIKE STRATTON, LB, 6-3, 231, 9th Yr., Age 29, Tennessee.**

Regular corner-LB since rookie in '62. Club's all-time leader among LBs with 17 interceptions. Rangy and fast, known as violently sure tackler. Has speed for pass coverage as well. Tight end in college. Has played—effectively—at 245 pounds.



## **John Rauch**

### *Head Coach*

The New York Bulldogs . . . the New York Yankees . . . the Philadelphia Eagles . . . Rauch learned his pro football as a quarterback, the hard way. Prior to playing his trade for pay, he led Georgia Tech to three consecutive post-season bowl games (1946-'47-'48). John's experience after playing is equally extensive. He was an assistant at Florida, Tulane, Georgia and West Point, and in 1963 resigned his second tour at Tulane to become offensive aide to Al Davis at Oakland. That remained his status until 1966, when Davis was suddenly named league commissioner and Rauch became head coach. In 1967 he took the Raiders to the AFL championship and a berth in the second AFL-NFL Championship Game against Green Bay. John again got the Raiders to the AFL title game last season before losing to the Jets. He then accepted Ralph Wilson's offer and made the move to (shuffled off to) Buffalo. He is noted for overall administrative ability and talent in handling players. It is Rauch who received credit for turning Daryle Lamonica from a benchie to a QB of championship—and superstar—status.

# Buffalo 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro		No.	Name	Pos.	Ht.	Wt.	Pro	
					Age	Yr.						Age	Yr.
46	Alford, B.	K	6-0	189	24	4	65	Kruse, B.	DT	6-2	259	24	4
22	Anderson, M.	RB	5-8	180	24	3	60	Loukas, A.	G	6-3	250	22	2
50	Bemiller, A.	C	6-2	243	30	10	76	McBath, M.	DE	6-4	248	23	3
86	Briscoe, M.	WR	5-10	177	23	3	72	McDole, R	DE	6-3	288	29	10
42	Byrd, G.	CB	6-0	196	26	7	55	Maguire, P.	LB-P	6-0	232	31	10
52	Chandler, E.	MLB	6-3	235	23	3	—	Marchlewski, F.	C	6-2	240	26	6
51	Collins, J.	LB	6-1	220	22	2	87	Masters, B.	TE	6-5	240	25	4
79	Costa, P.	T	6-4	255	27	6	25	Moses, H.	WR	6-3	205	23	3
45	Crawford, H.	S	6-0	198	22	2	61	Nunamaker, J.	DE	6-3	246	23	2
83	Crockett, B.	WR	6-2	193	26	4	67	O'Donnell, J.	G	6-3	262	28	6
62	Cunningham, DC	LB	6-2	244	25	4	53	Ogas, D.	LB	6-1	225	23	3
10	Darragh, D.	QB	6-3	196	23	3	30	Patrick, W.	RB	6-2	254	23	3
78	Dunaway, J.	DT	6-4	277	27	8	48	Pitts, J.	S	6-4	223	23	4
24	Edgerson, B.	CB	5-10	185	30	9	28	Reeves, R.	WR	5-11	182	22	2
41	Enyart, B.	RB	6-4	236	21	2	47	Richardson, P.	S	6-1	193	23	2
80	Ferguson, C.	TE	6-5	243	9	29	36	Ridlehuber, P.	RB	6-2	217	25	5
85	Grate, W.	TE	6-4	225	23	2	26	Saimes, G.	S	5-10	185	27	8
33	Gregory, B.	FB	6-3	220	23	3	66	Shaw, B.	G	6-2	251	30	10
59	Guidry, P.	LB	6-2	233	25	5	18	Sherman, T.	QB	6-0	190	22	3
12	Harris, J.	QB	6-3	209	21	2	32	Simpson, O.J.	RB	6-2	204	22	2
65	Harvey, W.	DT	6-4	282	21	2	58	Stratton, M.	LB	6-3	241	28	9
64	Jacobs, H.	MLB	6-1	226	32	11	71	Tatarek, B.	DT	6-4	260	23	3
20	James, R.	CB	6-1	177	21	2	34	Thornton, B.	WR	6-0	175	22	2
54	Kindig, H.	T	6-6	264	28	6							

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	COWLINGS, Al.....	DE	So. California
2.	SHAW, Dennis.....	QB	San Diego State
3.	REILLY, Jim.....	G	Notre Dame
	ALEXANDER, Glenn DB		Grambling
	from San Diego		
4.	GANTT, Jerome.....	DE	No. Carolina Central
5.	STARNES, Steve.....	LB	Tampa
6.	EDWARDS, Ken.....	RB	Virginia Tech
	GUTHRIE, Grant.....	K	Florida State
	from Boston		
7.	FOWLER, Wayne.....	T	Richmond
8.	CHEEK, Richard.....	T	Auburn
9.	BRIDGES, Bill.....	G	Houston
10.	DIXON, Willie.....	DB	Albany State



## Buffalo 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs		No.	Yards	Long	TDs		
Simpson ..	181	697	3.9	32	2	Pitts .....	2	40	38	0		
Patrick ...	83	361	4.3	72	3	Richardson .....	2	17	17	0		
Enyart ....	47	191	4.1	26	1	Jacobs .....	2	13	12	0		
Kemp ....	37	124	3.4	13	0							
Anderson .	13	74	5.7	16	1	Kickoff Ret.	No.	Yards	Avg.	Long	TDs	
Harris ....	10	25	2.5	9	0	Thornton ...	30	749	24.9	58	0	
						Simpson ....	21	530	25.2	73	0	
Passing	Att.	Comp.	Pct.	Yards	TDs	Int.	Anderson ...	4	86	21.5	28	0
Kemp ..	344	170	.494	1981	13	22	Crawford ...	3	74	24.6	31	0
Darragh .	52	24	.462	365	1	6						
Harris ...	36	15	.417	270	1	1	Punt Ret.	No.	Yards	Avg.	Long	TDs
							Anderson ...	19	142	7.4	30	0
Pass Rec.	No.	Yards	Avg.	Long	TDs		Byrd .....	7	37	5.2	32	0
Moses .....	39	752	19.3	55	5		Reeves .....	2	3	1.5	3	0
Patrick .....	35	229	6.5	19	0							
Masters ...	33	387	11.7	31	1	Punting	No.	Yards	Long	TDs		
Briscoe ....	32	532	16.6	50	5	Maguire .....	78	3471	44.5	78		
Simpson ....	30	343	11.4	55	3							
Enyart ....	19	186	9.8	32	2	Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Thornton ...	14	134	9.6	21	0	Alford ..	0	0	0	23	17	74
						Moses ...	0	5	5	0	0	30
Interceptions	No.	Yards	Long	TDs		Briscoe ..	0	5	5	0	0	30
Byrd .....	7	95	32	1		Simpson .	2	3	5	0	0	30
Saimes .....	3	47	28	0		Enyart ..	1	2	3	0	0	18
Guidry .....	2	39	39	0		Patrick ..	3	0	3	0	0	18

## Buffalo All-Time Club Leaders

### RUSHING

Wray Carlton, with 819 carries for 3,368 yards and 22 TDs. (1960-'67)  
 Cookie Gilchrist, with 676 carries for 3,058 yards and 35 TDs. (1962-'64)

### PASSING

Jack Kemp, with 1,040 completions in 2,238 attempts for 15,138 yards and 97 TDs. (1962-'69)  
 Daryle Lamonica, with 150 completions in 351 attempts for 2,499 yards and 16 TDs. (1963-'66)

### PASS RECEIVING

Elbert Dubenion, with 294 receptions, 5,294 yards, 35 TDs. (1960-'67)  
 Glenn Bass, with 162 receptions, 2,789 yards, 17 TDs. (1961-'66)

### INTERCEPTIONS

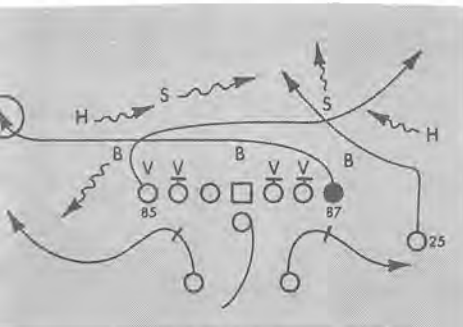
George (Butch) Byrd, with 36. (1964-'69)  
 Booker Edgerson, with 23. (1962-'69)

### SCORING

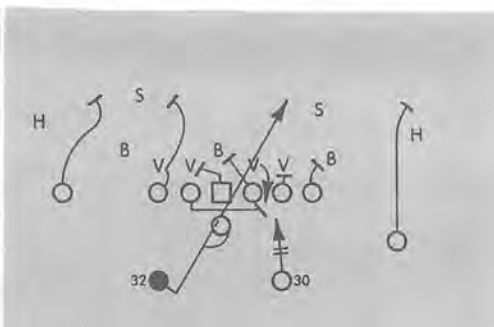
Cookie Gilchrist, with 248 points. (1962-'64)  
 Elbert Dubenion, with 234 points. (1960-'67)  
 Pete Gogolak, with 217 points. (1964-'65)

## The Big Play

The Buffalo Bills generate maximum blocking power for running plays in the double tight end formation shown in Diagram A, but the Bills can also exert solid aerial pressure from the same formation. As shown in the diagram, Buffalo uses two tight ends — Willie Grate (85) on the left and Billy Masters (87) on the right — and they both line up close to the tackle as if the play were to be a run. Haven Moses (25), a real speedster, lines up at flanker and, on the snap, races off the line and drives deep into the secondary, usually taking the corner back and safety with him because he poses such a long-ball threat. From his left end spot, Grate crosses over to the right and then heads upfield. The two Buffalo running backs run delayed flare routes to the outside in an effort to pin down the rival linebackers. The key to this play is Masters at right end. He delays for a count and, in some instances, might even fake a block on the linebacker nearest him. Then he slides laterally along the line, working against the flow of the play, and tries to work into an open area on the left side at about 10 or 12 yards. This maneuver isn't designed to break Masters loose all the way but it has proved to be a good percentage play.



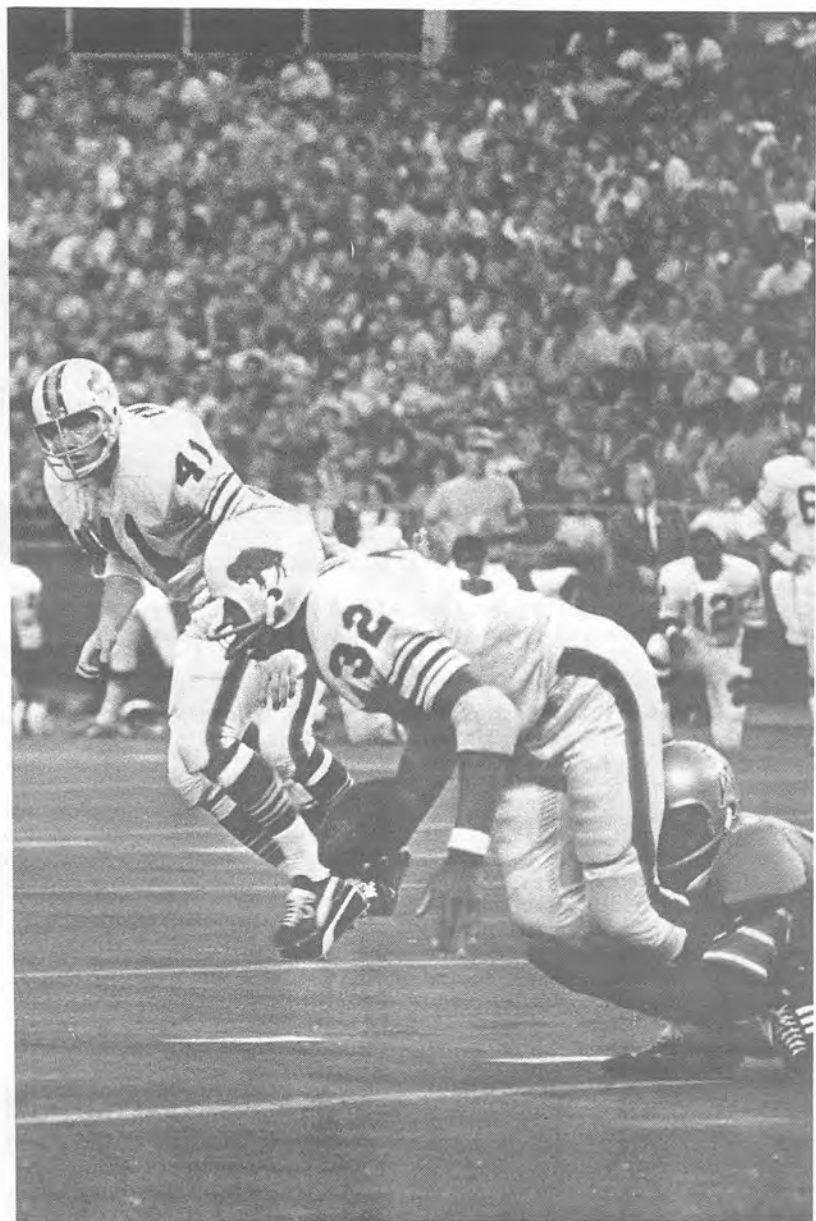
**Diagram A**  
DOUBLE TIGHT END PATTERN



**Diagram B**  
QUICK HALFBACK TRAP

The secret to a sound attack in pro ball is to make the defense think you are going to do one thing — and then doing something else. This is what Buffalo strives for in the quick halfback trap shown in Diagram B. As this play starts, the quarterback makes a reverse spin and fakes a handoff to fullback Wayne Patrick (30), who drives straight into the line. If the fake is convincing enough, the defensive left tackle takes the bite and moves in to plug the hole and stop Patrick. This is exactly what the Bills want him to do. As the tackle makes his charge, he exposes himself to a quick trap block by the Bills' left guard, who pulls down the line and forces the defensive man to the outside. Meanwhile, halfback O. J. Simpson (32) takes a short counter step to the right and then cuts back to take the handoff. He drives into the hole, behind the guards' trap block, as Buffalo's right guard and center eliminate the middle linebacker and the other defensive tackle.

## Bills in Action



**MUCH HERALDED** O. J. Simpson shows his form against the Houston Oilers as teammate Bill Enyart (41) is too late to help with a block. Simpson had fine rookie year after slow start, has outstanding potential.

# CINCINNATI BENGALS



**ROOKIE** quarterback Greg Cook led AFL in passing last year. Here he sets up in upset win over Oakland as tackle Howard Fest blocks out Oats.

**A**lthough rich in the history of other major professional sports, Cincinnati has just begun to establish a pro football tradition. Its Bengals were new in 1968, yet they began with much that was already time-tested. The head coach was the esteemed Paul Brown, the locale of Ohio has long been a football hotbed, and its young players seem to have a definite brand of potential which should reward fans with records and victories in the future.

Also on the scene will be a new sports complex which will offer the Bengals a new and modern stadium in 1970 to perform the heroics which Ohioans have been accustomed to.

The Bengals established many eventful Sundays during their first two years of existence, scoring three victories in its first season, then compiling a 4-9-1 record last year — matching all previous re-

cords for expansion teams. Most memorable was a 31-17 victory over the Oakland Raiders last year — the only regular season setback suffered by that powerful club, not to mention a 24-19 defeat of the Kansas City Chiefs, who were to go on and win the Super Bowl championship.

Of such stuff has been the Bengal story during the past two seasons of play. For a two-year football town, Cincinnati has already had two seasons of fame. In each of those years, the club has boasted of an individual league leader — running back Paul Robinson who led the AFL in rushing in 1968, and quarterback Greg Cook who paced the AFL in passing in 1969.

With outstanding young talent such as this, and with a host of other outstanding young players blended under the leadership of the masterful Brown, the Bengals surely are on their way to bigger things.

## Cincinnati 1970 Schedule

September 20	.....OAKLAND	1:00 p.m.
September 27	.....at Detroit	1:00 p.m.
October 4	.....HOUSTON	1:00 p.m.
October 11	.....at Cleveland	1:00 p.m.
October 18	.....KANSAS CITY	4:00 p.m.
October 25	.....at Washington	1:00 p.m.
November 2	.....at Pittsburgh	9:00 p.m.
November 8	.....at Buffalo	1:00 p.m.
November 15	.....CLEVELAND	1:00 p.m.
November 22	.....PITTSBURGH	1:00 p.m.
November 29	.....NEW ORLEANS	1:00 p.m.
December 6	.....at San Diego	1:00 p.m.
December 13	.....at Houston	1:00 p.m.
December 20	.....BOSTON	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Cincinnati	27	.....MIAMI	21
"	34	.....SAN DIEGO	20
"	24	.....KANSAS CITY	19
"	14	.....San Diego	21
"	7	.....NEW YORK	21
"	23	.....DENVER	30
"	22	.....Kansas City	42
"	31	.....OAKLAND	17
"	31	.....Houston	31
"	14	.....BOSTON	25
"	7	.....New York	40
"	13	.....Buffalo	16
"	17	.....Oakland	37
"	16	.....Denver	27
TOTALS	280		367

FINAL RECORD: WON 4 — LOST 9 — TIED 1

(Home Games Capitalized)



# Cincinnati Key Players



**\* GREG COOK, QB, 6-4, 220, 2nd Yr., Age 23, Cincinnati.**

No. 1 draft choice more than lived up to that billing, stepping into a starting role as a rookie and promptly leading the AFL in passing! Outstanding potential, he had 106 completions for 1,854 yards and 15 TD passes in '69.

**ERIC CRABTREE, WR, 5-11, 182, 5th Yr., Age 25, Pittsburgh.**

Obtained from Denver in trade, stepped right into a starting role with Bengals and turned out to be club's leading receiver with 40 catches for 855 yards, fine 21.3 average per catch and seven touchdowns.



**RUFUS MAYES, Tackle, 6-5, 260, 2nd Yr., Age 23, Ohio State.**

Cincy picked up this fine offensive tackle from Chicago Bears in off-season trade. Was Bears' No. 1 draft choice and had fine season as rookie. Extremely strong, wide-ranging, he should do fine job as pass-blocker.

**HORST MUHLMAN, Kicker, 6-1, 210, 2nd Yr., Age 30, No College.**

Obtained in trade with Kansas City, had been signed as a free agent by Chiefs. Native of Germany with no college football background, he led Bengals in scoring with 80 points, including fine 16 for 24 field goal attempts.



**BOB JOHNSON, Center, 6-5, 260, 3rd Yr., Age 24, Tennessee.**

Top center in nation's colleges in '67, became instant star as Bengal in '68. Was team's first (ever) draft choice. Strong blocker, top pass-protector. Excels at picking up blitz. All-West selection capped rookie season. Great size. "Can't miss," say opposing defenders.

**JESS PHILLIPS, RB, 6-1, 210, 3rd Yr., Age 24, Michigan St.**

Made switch from defensive back to running back and became a starter. Switch was so successful, he led club in rushing with 578 yards and fine 4.9 average. Also grabbed 13 passes for 128 yards and scored total of three touchdowns.



**SPEEDY THOMAS, WR, 6-1, 178, 2nd Yr., Age 23, Utah.**

Showed flashes of brilliance in rookie year after being the No. 3 draft choice. Had 33 catches for 481 yards and three touchdowns last season, also returned punts on occasion. Should be a starter again this year.

**BILL BERGEY, LB, 6-2, 240, 2nd Yr., Age 24, Arkansas St.**

No. 2 draft choice last year, he enjoyed banner rookie season, winning AFL Rookie of Year designation on defense. Big and strong, a hard hitter, he has unlimited potential. Came up with two interceptions for 62 yards returned.



\* Placed on injured reserve list



**PAUL ROBINSON, RB, 6-0, 200, 3rd Yr., Age 25, Arizona.**

No. 5 draft choice was Rookie of Year, led AFL in rushing in 1968, made All-AFL team. Production fell off somewhat last year, yet still finished with 486 yards rushing. Caught 20 passes for 104 yards and scored four TDs.

**PAT MATSON, Guard, 6-1, 245, 5th Yr., Age 26, Oregon.**

Came to club from Denver in expansion draft, has done a fine job for Bengals despite relatively small size. Good quickness, he does well in pulling to lead the sweeps and also does his job as pass blocker.



**BOB TRUMPY, TE, 6-6, 220, 3rd Yr., Age 25, Utah.**

Also had great rookie year when he led the club in pass receiving and made All-Star squad. Had 37 catches last year for amazing 835 yards, 22.6 average and nine touchdowns, and made the All-AFL team. Great potential.

**GUY DENNIS, Guard, 6-2, 255, 2nd Yr., Age 23, Florida.**

Had an extremely impressive year as a rookie after being the club's No. 5 draft choice. Improved week to week in all phases of offensive line play, appears to have potential to become a solid offensive guard.



**SAM WYCHE, QB, 6-4, 210, 3rd Yr., Age 25, Furman.**

Shared QB role with Cook last year, proved to be excellent backup man with 54 completions for 838 yards and seven touchdown connections. Originally signed as free agent, won starting role in 1968.

### **Paul Brown** *Head Coach*



Perhaps no man in pro football commands the unique respect of Paul Brown, and certainly no man deserves it more. He can be taciturn or charming, cajoling or demanding to his players; but first and foremost, he is one of the living legends of pro coaching and in 1968 was elected to the Pro Football Hall of Fame. He is a man who built dynasties on organization and dedication long before Vince Lombardi popularized such words. Brown was the first coach to employ year-round aides; to use classroom techniques; to make his teams study game films; to call plays by shuttling messenger guards; to use face bars on helmets. Paul lent his surname to the NFL Cleveland team, which he brought in from the All-America Conference in the face of ridicule and won five successive titles. Does that sound familiar? His overall pro record, for 34 years of coaching, is an astonishing 303-95-16. Brown started at Massillon (O.) High, where in nine seasons he was 80-8-2. He was then 18-8-1 in two years at Ohio State before World War II called him to the Navy. In '46 he and Art McBride founded the Cleveland franchise. Paul won seven conference titles and three world crowns in his 13 NFL years.

# Cincinnati 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
51	Avery, K.	LB	6-0	225	26	4	73	Matson, P.	G	6-1	245	26	5
58	Beauchamp, A.	LB	6-2	236	26	3	—	Mayes, R.	OT	6-5	260	22	2
66	Bergey, B.	LB	6-2	240	24	2	—	McClure, W.	LB	6-1	225	23	2
82	Berry, R.	DE	6-4	248	23	2	68	Middendorf, D.	G	6-4	260	24	3
52	Buchanan, T.	LB	6-0	233	23	2	16	Muhlmann, H.	PK	6-1	210	30	2
64	Canale, J.	G	6-2	250	27	6	25	Myers, C.	WR	6-5	200	25	3
79	Chomyszak, S.	DT	6-6	265	26	4	—	Parker, F.	DT	6-5	270	29	9
23	Coleman, A.	LS	6-0	183	25	3	77	Peters, F.	T	6-4	250	22	2
* 12	Cook, G.	QB	6-4	220	23	2	53	Peterson, B.	LB	6-3	230	25	3
88	Coslet, B.	TE	6-3	230	23	2	30	Phillips, J.	RB	6-1	210	23	3
10	Crabtree, E.	WR	5-11	182	25	5	13	Riley, K.	CB	5-11	184	22	2
63	Dennis, G.	G	6-2	255	23	2	18	Robinson, P.	RB	6-0	200	25	3
27	Dyer, K.	S	6-3	186	23	3	31	Smith, F.	CB	6-0	180	26	5
72	Fest, H.	T	6-6	268	24	3	24	Smith, T.	WR	6-4	190	25	2
26	Gehrke, J.	WR	6-0	178	24	3	41	Swanson, T.	P	6-0	205	26	3
28	Guillory, J.	CB	5-10	190	25	2	17	Thomas, S.	WR	6-1	178	22	2
57	Harmon, E.	LB	6-4	230	23	2	84	Trumpy, B.	WR-TE	6-6	225	24	3
54	Johnson, B.	C	6-5	265	23	3	43	Turner, C.	RB	6-1	236	24	2
19	Johnson, E.	RB	5-10	200	23	3	67	Wilson, M.	G	6-2	230	22	2
47	King, C.	CB	6-0	184	27	5	75	Wright, E.	T	6-4	270	30	11
40	Lamb, R.	RB	6-2	230	26	3	14	Wyche, S.	QB	6-4	210	25	3
11	Livingston, D.	P	6-0	210	25	3	—	Kirner, G.	C	6-3	250	28	7

\* Placed on injured reserve list

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	REID, Mike.....	DT	Penn State
2.	CARPENTER, Ron....	DT	No. Carolina State
3.	BENNETT, Chip.....	LB	Abilene Christian
4.	STEPHEN, Joe.....	G	Jackson State
	HAYES, Billie.....	DB	San Diego State
	from Kansas City		
5.	Choice to Houston thru		New York Jets
6.	DURKO, Sandy.....	DB	So. California
7.	PARRISH, Lamar.....	DB	Lincoln
8.	TROUT, William.....	DT	Miami
9.	BOLDEN, Bill.....	RB	UCLA
10.	ROMAN, Nick.....	DE	Ohio State

# Cincinnati 1969 Club Leaders

Rushing	Att.	Yds.	Avg.	Long	TDs	Kickoff Ret.	No.	Yds.	Avg.	Long	TDs
Phillips . . .	118	578	4.9	83	3	E. Johnson . .	16	362	22.6	51	0
Robinson . .	160	486	3.0	24	4	Riley . . . . .	14	334	23.9	40	0
Cook . . . . .	25	148	5.9	30	1	Guillory . . . .	8	170	21.3	25	0
Wyche . . . .	13	106	8.1	22	1	Robinson . . .	5	168	33.6	74	0
Turner . . . .	23	105	4.1	13	0	Lamb . . . . .	5	64	12.8	19	0
E. Johnson . .	15	54	3.6	13	0	Phillips . . . .	3	52	17.3	29	0
						Turner . . . . .	3	15	5.0	13	0

Passing	Att.	Comp.	Pct.	Yds.	TDs	Int.	Punt Ret.	No.	Yds.	Avg.	Long	TDs
Cook . . . . .	197	106	53.8	1854	15	11	E. Johnson . .	17	85	5.0	17	0
Wyche . . . . .	108	54	50.0	838	7	4	King . . . . .	1	35	35.0	35	0

Pass Rec.	No.	Yds.	Avg.	Long	TDs	Punting	No.	Yds.	Avg.	Long
Crabtree . . . .	40	855	21.3	73	7	Livingston . . . . .	70	2713	39.6	55
Trumpy . . . . .	37	835	22.6	80	9	Swanson . . . . .	12	316	38.2	55
Thomas . . . . .	33	481	11.5	62	3	Muhlmann . . . . .	2	38	19.0	38
Robinson . . . .	20	104	5.2	25	0	Lamb . . . . .	1	29	29.0	29
Phillips . . . . .	13	128	9.8	31	0					
Myers . . . . .	10	205	20.5	50	2					
Turner . . . . .	5	14	2.8	4	0					

Interceptions	No.	Yds.	Avg.	TDs	Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Smith . . . . .	4	67	16.7	0	Muhlmann . . . .	0	0	0	32	16	80
Hunt . . . . .	4	66	16.5	0	Trumpy . . . . .	0	9	9	0	0	54
Riley . . . . .	4	66	16.5	0	Crabtree . . . . .	0	7	7	0	0	42
Peterson . . . .	4	23	5.7	0	Robinson . . . . .	4	0	4	0	0	24
Bergey . . . . .	2	62	31.0	0	Thomas . . . . .	1	3	4	0	0	24
Gunner . . . . .	1	70	70.0	1	Phillips . . . . .	3	0	3	0	0	18
Beauchamp . . .	1	8	8.0	0	Myers . . . . .	0	2	2	0	0	12
Guillory . . . . .	1	0	0.0	0	Cook . . . . .	1	0	1	0	0	6
					Coslet . . . . .	0	1	1	0	0	6

# Cincinnati All-Time Club Leaders

## RUSHING

Paul Robinson, with 1,512 yards on 398 carries and 12 TDs. (1968-'69)

## PASSING

Greg Cook with 106 completions in 197 attempts, 1,854 yards and 15 TDs. (1969)

## PASS RECEIVING

Bob Trumpy, with 74 receptions for 1,474 yards, 12 TDs. (1968-'69)

## INTERCEPTIONS

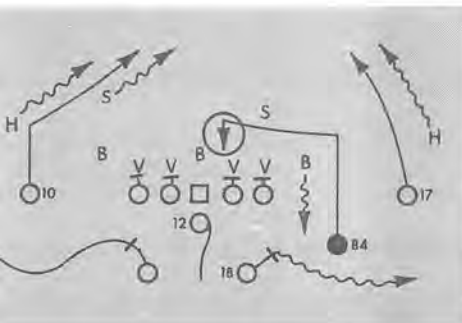
Fletcher Smith and Bobby Hunt with 5 each. (1968-'69)

## SCORING

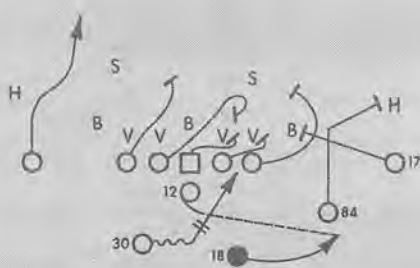
Horst Muhlmann, with 80 points. (1969)  
Paul Robinson, with 72 points. (1968-'69)

## The Big Play

Quarterback Greg Cook (12), the leading passer in the AFL last year, is a fellow who likes to put the ball in the air — especially with a five-man pattern such as is shown in Diagram A. The Cincinnati slot formation puts three receivers downfield and two others in the flat and exerts maximum pressure on pass coverage assignments. Cook sends split end Eric Crabtree (10) and Lou Thomas (17) on deep pass routes in an attempt to force the secondary away from the planned area of attack. The Bengals' two running backs set as if to pass block for Cook, and then they flare out into the flat on each side, a maneuver which occupies the attention of the enemy's two outside linebackers. Bob Trumpy (84), the slot man in this Bengal formation, has two options as the primary receiver: he can drive straight upfield to a distance of 12 or 15 yards and then break sharply over the middle in the zone that has been cleared by his fellow receivers, or, if the corner linebacker starts a red-dog rush at Cook, Bob can slant in quickly over the middle, giving Cook someone to throw to before the line backer hits him.



**Diagram A**  
SLOT MAN UNDERNEATH



**Diagram B**  
QUICK PITCH FROM SLOT

The Cincinnati slot formation can also be used to advantage with the running game, as shown in the quick pitch outlined in Diagram B. The ball-carrier on this one is speedy Paul Robinson (18), who takes the handoff and delays for a fraction of a second as Greg Cook (12) fakes a handoff to fullback Jess Phillips (30). Phillips carries out the fake, right into the line, thus "freezing" the defense momentarily. After the fake, Cook pitches out to Robinson, who has started bellying toward the right. Key blocks must be made by slot man Bob Trumpy (84) and flanker Lou Thomas (17), who criss-cross and hit the corner back and outside linebacker, respectively, and by the Bengals' right tackle, who pulls wide, circles upfield and blocks the first defensive "color" he encounters. The blocking angles are difficult but Robinson doesn't need much to get him loose around the flank; sometimes it is sufficient if his blockers just screen the defensive men for a second. By then, Paul is well on his way.



## Bengals in Action



**LINEBACKER** Al Beauchamp roars in to pressure Oakland's Daryle Lamonica during Bengals 31-17 upset win over Raiders last season.



**ADDING POINTS** to the Bengal attack is soccer-style kicker Horst Muhlmann, connecting on one of his 16 field goals in 1969.

# Training Camp: A Rookie's Ordeal

FROM BLAST FURNACE TO CRUCIBLE IN TEN WEEKS



Strain is evident in the faces of men trying to win jobs in pro football training camps.

**T**o most people, July heralds the real start of summer fun ---and summer means vacation time and sunny beaches, cool mountain roads, hot dogs and ice cream at the county fair, the company picnic, a hammock swinging between two

great shade trees, a concert in the park, the laughter of kids in a swimming pool, drowsy days and balmy nights, rest and relaxation, a chance to touch nature again, a welcome retreat from the world.

To others, to several hundred

young men fresh from the nation's campuses, the approach of July has a different, harsher significance. They are the muscular and talented athletes seeking a place in the professional football sun. They are known as rookies---and to them summer means an ordeal in the blast furnace of training camp.

Heat buckles the roadways in Brooklyn and drives ghetto residents to the fire escapes in Chicago and Baltimore. In 26 small-town colleges around the summer land, however, autumn has already come. A July sun, hanging high in the sky, parches the ground and shimmers across the flat green of the football fields but the sounds in the humid air are the sounds of another season---bone and muscle and sinew against plastic armor, the thud of body against body, curses, shouts and the shrill screech of a whistle, the heavy breathing of exhausted giants, the thunder of man against equipment and man against man. These are the violent, un-real noises of professional football and the cacophony with which they rent the heavy summer air has its dim echo on a dozen frozen Sundays in December.

### **Terrifying Sounds**

The sounds of a pro football camp are often terrifying to the rookies, even to those from the major conferences, the Big Ten and the Southeast, who arrive with impressive credentials. It does not take them long to discover that the NFL is another world and that nothing they have endured or experienced in college football has really prepared them for the ordeal ahead.

Over the next ten weeks---at least for those courageous and fortunate

enough to last that long---they will undergo tests of strength and speed and desire that will either forge them into professionals or send them on their way to seek a less-demanding livelihood.

One thing each rookie knows from the very beginning is that the odds against him are overwhelming. If a pro team brings 30 rookies to camp, the law of averages dictates that only five or six will survive the final roster cutdown in September. Of these maybe one will be good enough to earn a starting berth; most of the others are doomed to anonymous servitude on the special teams while they cut their eye teeth in the NFL.

Despite this rather gloomy outlook, they arrive by the hundreds each July, apprehensive but anxious to prove themselves. They are big and fast and strong, and even the last one on the list is here because he feels he can make it as a pro and "to hell with the odds."

They come from Princeton and Yale, the silver spoon Ivy institutions; from Grambling and Morgan State, the southern black belt schools; from the Big Ten football factories of Michigan State and Ohio State; from the famous universities and from those no one has ever heard of. They talk differently and dress differently and their manner varies from man to man. But these youngsters have one thing in common: they can all play football. If not, they wouldn't be here. The professional scouts and the all-knowing computers have skimmed the cream off the top of the collegiate crop. Oh, sometimes a "sleeper" sneaks through and makes it big. But for the most part, the rookies who arrive at camp in mid-July have been thoroughly screened and have been judged the



**Hard work is on the daily menu in training camp.**

best. They are the biggest and the fastest and they have the potential. The computer breaks down these attributes in neat little rows of digits and A,B,C, rating marks.

What the computer cannot determine, however, is what lies inside each man. Desire and courage have not yet been measured electronically. There is only one way to determine this--the test of fire in training camp.

The routine of practice and the schedules differ from team to team but in every camp the rookie is asked the same question: are you man enough to take it?

### **First Exposure Vital**

The adjustment to life in a pro camp, especially during those first few days, is not easy. How a rookie reacts to the initial exposure often depends on his social and educational background. The All-Americans from the major universities arrive with several expensive suits, alligator shoes, color TV sets and an

air of confidence. They have, after all, known nothing but affluence and success and most of them are not yet conditioned to think in terms of defeat or failure. They are easy to spot stepping off the bus. So are the others, the scared kids from the small backwater schools who have just taken their first airplane ride, the blacks from the Deep South who cling together in a nervous little group, the anonymous free agents from minor league football, the farm boys awed by their new surroundings, the quiet youngsters from all over the map who stand apprehensively on the threshold of a bewildering world.

The first thing the newcomer learns is that veterans are not about to drive a welcome wagon up to his dormitory room. There is no hostility on the part of the veterans but neither is there immediate acceptance. The rookies will be accepted when they prove themselves in the tough man-to-man battles that lie ahead in July and August when the

dust kicked up by fierce struggles in the dirt hangs like a curtain in the hot summer air.

Introductions are few on opening day in camp. Most of the rookies recognize the big-name veterans. As for the vets--well, they usually don't bother with names. As one old quarterback said, "Hell, most of 'em won't be here next week anyway, so why learn names? To me they are just a bunch of guys trying to take my job away. I got nothing against 'em, understand; I was a rookie once myself. But I can't forget that every young quarterback here might be taking the bread out of my kid's mouth. But I got news for 'em--the guy who wins my job is gonna have to prove he's a better man."

There are those rookies, of course, who do prove themselves; most, however, do not. The demands of life in a pro camp are too extreme, and the attrition rate is high. Disillusionment and despair often arrive hand-in-hand that first week. A boy lies awake at night, his body aching from a hundred bruises and his heart heavy with a sense of failure, and suddenly he realizes that he will never be a professional football player. He has seen the pros and met them across the line, and he knows now that he has been found wanting. It is not an easy admission for a prideful athlete to make, even to himself in the darkness of his room. Some refuse to give in to these first tremors of doubt and they are out there again the next day in that terrifying world of big men and violent animal sounds. A few, too ashamed and embarrassed to face their teammates or the coach, sneak off in the night, leaving a short note of apology--or maybe just an empty bed.

## The Herding Instinct

Even the All-Americans find they are strangers in professional football. Instinctively, the rookies stick together, watching, listening, feeling their way through those first hectic days of their summer ordeal.

In the locker-room, a young half-back dresses with several other rookies in a corner; the choice lockers are reserved for established players. He looks furtively at the veteran running backs and thinks, "My God, they're big. They're as big as the linemen in college." The vets chatter easily, a rapport born of confidence. The rookies dress silently or talk in low voices among themselves. Then they walk to the practice field together. They wear the same uniforms as the veterans but they are not yet a part of this football team. Acceptance is earned only on the field, not in the locker-room or at the dinner table. No one tells the rookies this but they sense it just the same.

Most of the apprehensions which have gnawed at the guts of the youngsters become harsh realities on the practice field. The professionals are even bigger and faster and tougher than they looked at breakfast or in the locker-room. The noise of contact shatters the rookies' poise and puts lead weights in their shoes. Muscles tighten and breathing comes hard. Moves that were instinctive and graceful on that distant college gridiron are suddenly sluggish and awkward. Backs who ran faster than anyone in school find themselves run down in the open field by 270-pound defensive tackles. Pass catchers accustomed to catching the ball all alone are hemmed in by cat-quick corner backs. In the line, the rookies learn their lessons even more brutally.



They are cuffed and swatted, held and pushed. They are cut down from the side and double-teamed. They are cursed at and insulted. No matter how big and strong they are, there is always someone across the line a little bigger and certainly tougher--and always a lot smarter.

Football is a team game, a sport of precision and unit cohesion. But in the blast furnace of training camp each man, rookie and veteran alike, is on his own. Individual skirmishes all over the field make up the main battle--and victory and defeat are carefully noted by eagle-eyed coaches, film crews and, in some instances, an all-seeing videotape camera that dutifully records each play, each drill, each mistake so that every sin can be laid bare that night at the team meeting.

### First Impression Counts

Unfortunately--and perhaps unfairly--the stepped-up schedule of pre-season games leaves precious little time for the full and complete evaluation of the first-year players. Roster cuts must be made each week, paring the squad from as many as 90 men in July to 40 survivors in mid-September. This means the rookies have a couple of good shots, but not much more. They often must be judged on first impressions; potential is a luxury that few coaches can afford. It's a "now" thing in training camp.

There is really only one yardstick of measurement in professional football--hitting. A rookie may be big and he may be fast and usually he will have all the moves but the question the coaches ask that first night as they prepare the schedule of contact drills and scrimmages is: "Will he hit?"

This must be determined at the outset, for if a man backs down

under the sledge hammer of body contact there is no place for him in the game. There are exceptions, naturally. Quarterbacks don't have to hurl themselves into huge line-men in camp drills; the QBs are valuable pieces of merchandise and they have earned their chance in the NFL with the ability to throw the football with accuracy and consistency in the face of the murderous rush that all passers know awaits them on Sunday afternoon. There are others, too, like the kicking specialists, but for the most part every man who suits up on opening day in camp and pulls a helmet on his head knows that sooner or later he will be asked to step into the pit and there, under the fearful pounding of professional warriors and watched closely by the coaches, he must prove himself, prove that there is no fear in his heart, that he cannot be intimidated by size or force.

There are many and various drills in camp that put the rookies to this ultimate test. Some coaches prefer a brutal, point-blank exercise known (not affectionately) as the "nut-cracker"--an offensive lineman blocking on a defensive lineman and a running back trying to crash through or over them between two blocking dummies spaced three yards apart. There is no place to hide in the "nut-cracker." It is pro football at its basic level: man against man, the attacker versus the defender, quickness and reaction against brute strength, the irresistible force against the immovable object with two yards of torn-up grass as the prize.

### Drills Tell Story

In this narrow alley of violence pro football careers are made--or ended. Nothing matters here but

determination and toughness. Even the slender flanker backs and wide receivers, the lithe 9.5 sprinters who are here because of their blinding speed and not because of their size, are asked to stick their heads into the "nut-cracker" somewhere along the line. How a man reacts tells much about what he will do under pressure on a distant Sunday.

There are other drills like the "nut-cracker" in every pro camp, each designed for the same purpose: to quickly determine what a man is made of. And not only the rookies, but also the veterans, men with All-Pro credentials in some cases, are asked to pass the test of contact every July. A pro must prove himself anew each summer. In the heat and the dust of the training camp the veterans are thrown against the rookies--and against each other--and, while they hate the "nut-cracker" with a vengeance, they accept this brutal ritual as a fact of life. They know that one summer day they will not survive in the pit and it will be all over. But they are fiercely proud athletes and they are determined to postpone this inevitable occurrence as long as possible.

This is why the competition is so intense in training camp. There is no NFL opening day in September for a man who fails in July. Contact drills and intra-squad scrimmages send friends at each others' throats with a fury. Room-mates battle down in the dirt for a chance to last another day in the blast furnace. Tension runs high and nerves are taut as cutdown time approaches. Each player comes to realize that he is alone, that he must worry about himself first and everyone else last. There will be time for team unity and personal camara-

derie tomorrow--if there is a tomorrow. In the meantime, the hell with good fellowship. As one NFL linebacker said descriptively if not grammatically, "It's every man for hisself."

### The "Turk" Strikes

Traditionally, Tuesday has been "cut day" in pro training camps, probably because waiver lists are issued that afternoon by the NFL office. On Tuesday morning The Turk makes his rounds. The Turk is the man, sometimes an assistant coach, sometimes a camp aide, given the onerous task of seeking out the rookies (and veterans, too) who are to be cut.

Player cuts are part of the pattern of training camp existence. Everyone dreads them but they must be made so a ball club can be forged and shaped into a cohesive unit. The veterans know that one day The Turk will stop at their door just as he has done to a hundred rookies over the years. Sooner or later he gets everyone, like death and taxes. In the meantime, though, they watch from a distance as he makes his grisly rounds and when he leaves them untouched they murmur a silent prayer and hope they can make it through another week and then another and maybe one more season in the big time.

Only at night, there in the darkness of his room, is the pro rookie really his own man with his own thoughts and fears. There is no time for such personal indulgences during the daily routine. But with the lights out and the thunder of training camp muffled by the warm July night, he can examine himself and wonder about his future with the pros and decide whether it is worth it to try again tomorrow.

# CLEVELAND BROWNS



**ALL-PRO Leroy Kelly is as fine a runner as there is in football. Here, some St. Louis Cardinals see why as they try to bring the elusive Mr. Kelly to the ground.**

**T**he Cleveland Browns have been the pride and joy of pro football buffs in northeastern Ohio since the club's inaugural game back in 1946. Then, it was the All America Conference, and the Browns were a real dynasty, winning four AAC titles, going 29 games without a defeat over one span, and setting astonishing attendance records.

Not much has changed since the Browns came into the NFL. Cleveland won its first game in the NFL by crushing the defending Champion Eagles 35-10, and went on to post a 10-2 record that season to win the Eastern Conference title,

then topped the Los Angeles Rams 30-28 to win the league bauble the first time out.

Since entering the NFL, the Browns have been a dominant force. Over this span, the Browns and New York Giants have won 17 Eastern titles in 20 years between them... Cleveland with 11 and New York six, with the most recent gonfalon coming last year when the Browns upended Dallas for the title... again.

And, of course, a host of brilliant names are part of the Cleveland history—Otto Graham, Marion Motley, Dante Lavelli, Jimmy Brown and Leroy Kelly. Now, on to the AFC.

## Cleveland 1970 Schedule

September 21	NEW YORK JETS	9:00 p.m.
September 27	at San Francisco	1:00 p.m.
October 3	PITTSBURGH	9:00 p.m.
October 11	CINCINNATI	1:00 p.m.
October 18	DETROIT	1:00 p.m.
October 25	at Miami	1:00 p.m.
November 1	SAN DIEGO	1:00 p.m.
November 8	at Oakland	1:00 p.m.
November 15	at Cincinnati	1:00 p.m.
November 22	HOUSTON	1:00 p.m.
November 29	at Pittsburgh	1:00 p.m.
December 7	at Houston	8:00 p.m.
December 12	DALLAS	1:00 p.m.
December 20	at Denver	2:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Cleveland	27	Philadelphia	20
"	27	WASHINGTON	23
"	21	DETROIT	28
"	27	New Orleans	17
"	42	PITTSBURGH	31
"	21	ST. LOUIS	21
"	42	DALLAS	10
"	3	Minnesota	51
"	24	Pittsburgh	3
"	28	NEW YORK	17
"	28	Chicago	24
"	20	GREEN BAY	7
"	27	St. Louis	21
"	14	New York	27
TOTALS	<u>351</u>		<u>300</u>

**FINAL RECORD: WON 10 — LOST 3 — TIED 1**

(Home Games Capitalized)

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## Cleveland Key Players

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**GARY COLLINS, WR, 6-4, 220, 9th Yr., Age 30, Maryland.**

After missing most of 1968 with injuries, bounced back for another top year in '69 with 54 catches for 786 yards and 11 TDs. All-NFL, Pro Bowler now has career totals of 290 receptions for 63 touchdowns. Also can punt.

**HOMER JONES, WR, 6-2, 215, 7th Yr., Age 29, Texas Southern.**

Browns got All-Pro receiver from Giants in off-season trade. Strongest speed merchant in NFL, he has 214 career catches, 35 TDs. Won league's average-per-catch title four years straight, great runner after he catches the ball.



**GENE HICKERSON, Guard, 6-3, 260, 13th Yr., Age 34, Mississippi.**

Perennial All-Pro continues to be ranked among best guards in football. Masterful pass blocker, also excels on pulling to lead Cleveland's powerful sweeps. Just as strong blocking for short yardage plays too. Pro Bowler four straight years.

**JIM HOUSTON, LB, 6-3, 240, 11th Yr., Age 32, Ohio State.**

No. 1 draft choice in 1960, has been regular outside left linebacker for six years. Very strong against the run, he also had three interceptions in '68. Now has 13 for career, including three run back for touchdowns. Pro Bowler twice.



**MIKE HOWELL, DB, 6-1, 190, 6th Yr., Age 27, Grambling.**

Strong cornerback combines speed and range with fine agility. Does top job against the run. Had six interceptions last season for 21 yards returned, giving him 23 steals in past four seasons. Can also double as kick return man if needed.

**WALTER JOHNSON, DT, 6-4, 275, 6th Yr., Age 27, L.A. State.**

Rated as one of best young defensive tackles in league. Big, fast and aggressive, is especially effective as a pass-rusher. No. 2 draft choice in '65, took over as regular when Dick Modzelewski retired, and has made Pro Bowl squad already.



**ERICH BARNES, DB, 6-3, 212, 13th Yr., Age 35, Purdue.**

Veteran cornerback still a top performer. Had 55-yard TD on interception last year, now has 40 interceptions for 768 yards, six TDs in career. Named to Pro Bowl six times, he's also been all-NFL choice. Rugged tackler.

**ERNIE KELLERMAN, DB, 6-3, 185, 5th Yr., Age 26, Miami (Ohio).**

Steady, aggressive safetyman was a key man as Browns led NFL in interceptions with 32 in 1968. Signed by Browns as free agent after Cowboys dropped him in 1965. Had three interceptions in '69 for 40 yards returned.

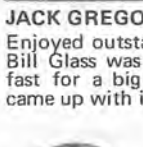






**LEROY KELLY, RB, 6-0, 200, 7th Yr., Age 28, Morgan State.**

All-Pro star rushed for 817 yards and 4.2 average in '69, first time in four years that he had not surpassed the 1,000-yard mark. Great balance, cutting ability, he is rated as one of top four runners in game. Has 59 TDs in six seasons.



**JACK GREGORY, DE, 6-5, 250, 4th Yr., Age 25, Delta State.**

Enjoyed outstanding season last year. Became regular in 1968 when Bill Glass was hurt and has improved with each game. Extremely fast for a big man, has great pursuit. Strong pass rusher, he also came up with interception in '69.



**BILL NELSEN, QB, 6-0, 195, 8th Yr., Age 29, So. California.**

Veteran QB led Browns to Eastern title despite series of injuries. Had 190 completions, 2,743 yards and 23 TD connections to rank No. 6 in NFL. Obtained from Pittsburgh in trade prior to 1968 season. Fine leader.



**DICK SCHAFRATH, T, 6-3, 250, 12th Yr., Age 33, Ohio State.**

All-NFL selection twice, also appeared in five straight Pro Bowl Games. He's been regular left tackle for 10 seasons after All-American ratings in college. Has exceptional speed for lineman and ranks as superior blocker. Browns' second draft choice in 1959.



**DON COCKROFT, Kicker, 6-1, 190, 3rd Yr., Age 25, Adams State.**

Took over place-kicking job with Browns after retirement of long-time specialist Lou Groza. Had 81 points in 1969 on 45-of-45 PATS, 12-of-23 FGs. Had 100 points in '68, including 18 FGs in 24 attempts. Also doubles as punter.

### **Blanton Collier** *Head Coach*



Collier, entering his 42nd year of coaching, has been the head man at Cleveland since 1963 when he succeeded Paul Brown. Over this span, the Browns have posted a strong 69-27-2 record for Collier, which includes the NFL championship in 1964 and Eastern titles in 1964, 1965, 1968 and 1969, when the Browns upset Dallas for the crown. Under Collier, the Browns have been perennial contenders in those seasons when they didn't win it all, tying for second in the East in 1966, then winning the Century crown in 1967, only to bow to Dallas for the Eastern honors. Collier's coaching career began in 1928 at Paris High School in Kentucky where he coached for 16 years, winning State titles three times in football and seven times in basketball. During World War II, he helped coach the famed Great Lakes Navy team under Paul Brown, and became an assistant coach with the Browns in 1946. He remained at that post until 1954 when he accepted the head coach job at the University of Kentucky, returning to Cleveland in 1962 as offensive backfield coach. When his long-time mentor Brown departed the head position at Cleveland after the 1962 season, Collier stepped into the job.

# Cleveland 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
52	Andrews, B.	LB	6-½	225	25	4	24	Kellermann, E.	S	6-0	185	26	5
40	Barnes, E.	CB	6-3	212	35	13	44	Kelly, L.	RB	6-0	200	28	7
21	Brown, D.	S	5-10	170	23	2	25	Leigh, C.	RB	5-11	205	24	3
12	Cockroft, D.	PK	6-1	190	25	3	51	Lindsey, D.	LB	6-2½	225	27	6
86	Collins, G.	WR	6-4	210	30	9	56	Matheson, B.	DE	6-4	240	25	4
64	Copeland, J.	G	6-2	245	25	4	49	Mitchell, A.	CB	6-3	195	26	3
28	Davis, B.	CB	5-11	185	24	3	89	Morin, M.	TE	6-4	240	27	5
65	Demarie, J.	G	6-3	255	25	4	26	Morrison, R.	RB	6-0	205	24	3
50	Garlington, J.	LB	6-1	225	24	3	16	Nelsen, B.	QB	6-0	195	29	8
83	Glass, C. (Chip)	TE	6-4	236	23	2	79	Oliver, B.	T	6-3	240	24	3
81	Gregory, J.	DE	6-5½	250	25	4	55	Reynolds, C.	G	6-2	240	23	2
66	Hickerson, G.	G	6-2	248	34	13	70	Righetti, J.	DT	6-2½	253	22	2
54	Hoaglin, F.	C	6-4	250	26	5	77	Schafraath, D.	T	6-3	258	33	12
43	Hooker, F.	WR	6-1	193	23	2	35	Scott, R. (Bo)	RB	6-3	210	27	2
82	Houston, J.	LB	6-3	240	32	11	88	Snidow, R.	DE	6-3	250	28	8
34	Howell, M.	S	6-1	190	27	6	20	Summers, F.	CB	6-1	180	23	3
60	Jenkins, A.	CE-DT	6-2	255	24	2	29	Sumner, W.	S-CB	6-1	180	23	2
71	Johnson, W.	DT	6-4	275	27	6	62	Taffoni, J.	T	6-3	250	25	4
41	Jones, D.	WR	6-1½	185	23	2	84	Upshaw, M.	DT	6-3	245	23	3

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	PHIPPS, Mike.....	QB	Purdue from Miami
	McKAY, Bob.....	T	Texas
2.	JONES, Joe.....	DE	Tennessee State from New Orleans
	SHERK, Jerry.....	DT	Oklahoma State
3.	Choice to Dallas.....		
4.	STEVENSON, Ricky..	DB	Arizona
5.	ENGEL, Steve.....	RB	Colorado
6.	CILEK, Mike.....	QB	Iowa
7.	WYCINSKY, Craig .....	G	Michigan State
8.	DAVIDSON, Honester	DB	Bowling Green
9.	BROWN, Geoff .....	LB	Pittsburgh
10.	YANCHAR, Bill.....	DT	Purdue

# Cleveland 1969 Club Leaders

Rushing												
	Att.	Yds.	Avg.	Long	TDs		No.	Yards	Long	TDs		
Kelly .....	196	817	4.2	31	9	Gregory .....	1	12	12	0		
R. Johnson ..	137	472	3.4	48t	7	Lindsey .....	1	3	3	0		
Morrison ..	60	300	5.0	54	1							
Scott .....	44	157	3.6	20	0	Kickoff Ret.	No.	Yds.	Avg.	Long	TDs	
Morin .....	2	30	15.0	22	0	Scott .....	25	722	28.9	65	0	
Warfield ..	2	23	11.5	16	0	Morrison ..	8	155	19.4	31	0	
						Brown .....	2	45	22.5	24	0	
Passing												
	Att.	Comp.	Pct.	Yards	TDs	Int.	Kelly .....	2	26	13.0	14	0
Nelson ..	352	190	54.0	2,743	23	19	Leigh .....	2	6	3.0	6	0
Rhorne ..	19	7	36.8	35	0	2	R. Johnson ..	1	31	31.0	31	0
Kelly ...	5	1	20.0	36	1	0						
						Punt Ret.						
Pass Rec.						No.	Yds.	Avg.	Long	TDs		
Collins .....	54	786	14.6	48t	11	Sumner ....	9	88	8.9	24	0	
Warfield ...	42	886	21.1	82t	10	Morrison ...	11	49	4.8	15	0	
Morin .....	37	495	13.4	35	0	Kelly .....	7	28	4.0	13	0	
R. Johnson ..	24	164	6.8	18	0	Leigh .....	5	18	3.6	14	0	
Kelly .....	20	267	13.4	36	1							
Morrison ...	6	71	11.8	26	0	Punting						
Scott .....	6	25	4.2	14	0		No.	Yds.	Avg.	Long		
Glass .....	4	91	22.7	40	2	Cockcroft .....	57	2,138	37.5	55		
						Collins .....	3	112	37.3	59		
Interceptions						Scoring						
	No.	Yds.	Long	TDs		TDR	TDP	TDs	PAT	FG	Pts	
Howell .....	6	21	11	0		Cockcroft 0	0	0	45	12	81	
Sumner .....	4	82	40t	1		Collins .. 0	11	11	0	0	66	
Kellermann ..	3	40	40t	1		Warfield .. 0	10	10	0	0	60	
Garlington ..	2	4	4	0		Kelly ... 9	1	10	0	0	60	
Barnes .....	1	55	55t	1		R. Johnson 7	0	7	0	0	42	
						Glass ... 0	2	2	0	0	12	

# Cleveland All-Time Club Leaders

<b>RUSHING</b>		
*Jimmy Brown, with 2359 carries for 12,312 yards and 106 TDs.	(1957-'65)	
Leroy Kelly, with 931 carries for 4,553 yards and 51 TDs.	(1964-'69)	
Ernie Green, with 568 carries for 3,204 yards and 15 TDs.	(1962-'68)	
<b>PASSING</b>		
Frank Ryan, with 907 completions in 1,755 attempts for 13,361 yards and 134 TDs.	(1962-'68)	
Otto Graham, with 872 completions in 1,565 attempts for 13,499 yards and 88 TDs.	(1950-'55)	
<b>PASS RECEIVING</b>		
Gary Collins, with 290 receptions.	(1961-'69)	
Ray Renfro, with 281 receptions.	(1952-'63)	
<b>INTERCEPTIONS</b>		
Warren Lahr, with 40.	(1950-'59)	
Ken Konz, with 30.	(1953-'59)	
<b>SCORING</b>		
*Lou Groza, with 1,349 points.	(1950-'59, '61-'67)	
Jimmy Brown, with 756 points.	(1957-'65)	
* NFL all-time record		

## The Big Play

The potent combination of tight end Milt Morin (89) and flanker back Gary Collins (86) on the right side gives the Cleveland Browns a real chance to exert heavy pressure on rival pass defenses. Operating on the theory that one defensive back cannot handle Collins in a man-on-man situation, the Browns strive to isolate the swift receiver on a lone cornerback whenever possible, as shown in Diagram A. The key here, of course, is Morin, a big, fast, rugged tight end who commands great respect from defensive rivals. At the snap, Milt drives off the line and angles into the middle of the secondary, pulling the strongside safety away from the area where Collins attempts to operate on the cornerback. From his flanker position, Gary races straight toward the defensive man, forcing him to retreat quickly for fear of being beaten on a deep pattern by the Browns' star receiver. Once his man starts to back-pedal, Collins breaks off his straight-ahead route and cuts either to the inside or to the outside. Normally the safety would be able to lend his halfback a helping hand — but not with Morin in to worry about over the middle. Nor does it hurt that the fleet Homer Jones (45) is racing deep down the left side, thus keeping two or more defensive backs tied up.

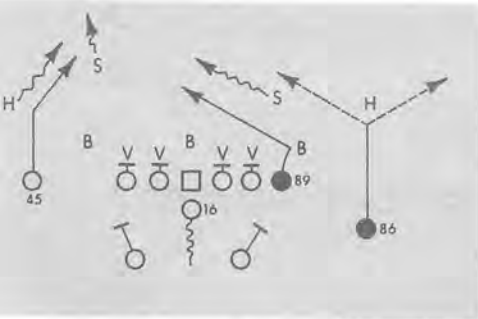


Diagram A  
FLANKER OPTION

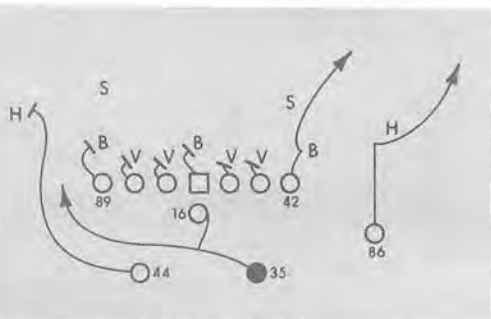


Diagram B  
WEAKSIDE SLANT

The Cleveland running game, always one of the soundest in pro ball, is based on simplicity and maximum blocking at the point of attack. In Diagram B, the Browns run a weakside slant with Bo Scott (35) carrying and Leroy Kelly (44), usually the prime ball-carrier, serving as interference. Cleveland enhances its blocking strength on this play by flopping tight end Milt Morin (89) from the right to the left side. Morin, a big, strong fellow who can block with the best of them, must execute the key block on the weakside slant, hooking the defensive right linebacker to the inside as Scott tries to turn the corner. The rest of the Cleveland line blocks down — or away from the flow of the play. Kelly goes wide and tries to seal off the defensive halfback. If he and Morin are successful with their blocks, Scott can usually find ample running room.

## Browns in Action



AT 6-4 and 220 pounds, wide receiver Gary Collins of the Browns is a tough man to knock down after he catches the ball. It took three Cardinals to dump him in this action.



EXECUTING the swing pass to perfection, Cleveland quarterback Bill Nelsen gets off the throw against Atlanta as Falcon defensive end Claude Humphrey charges.



# DENVER BRONCOS



**ELUSIVE** Floyd Little had fine year rushing for Broncos in 1969. Here's the 5-10 swifty en route to 10-yard gain against Boston as George Goeddeke (67) leads the way.

It's been a long time since that famous socks-burning back in 1962, and the Denver franchise of the AFL is now on strong legs. But it was always fun, even in the lean years. The original franchise-holders designed socks as part of the team uniform that caused rather impolite chuckles around the league. Vertically-striped, high and flighty, they were a bone of contention with the players.

Finally, in July of 1962, they were burned in mock-serious ceremonies at an intra-squad game.

It has been all uphill from

there. Season tickets sell at a brisk pace now. Great players have come and gone (Lionel Taylor, Frank Tripucka, Wendell Hayes, Don Stone) and equally impressive ones are on the current roster, such as Floyd Little, Al Denson, Steve Tensi, Rich Jackson and Dave Costa. But from the days as an original member of the league...from the days of Frank Filchock as head coach, Gene Mingo as top scorer...Denver's Broncos have added significantly to the assets of the Mile High City.

## Denver 1970 Schedule

September 20	.....at Buffalo	1:00 p.m.
September 27	.....PITTSBURGH	2:00 p.m.
October 4	.....KANSAS CITY	2:00 p.m.
October 11	.....at Oakland	1:00 p.m.
October 18	.....ATLANTA	2:00 p.m.
October 25	.....at San Francisco	1:00 p.m.
November 1	.....WASHINGTON	2:00 p.m.
November 8	.....at San Diego	1:00 p.m.
November 15	.....OAKLAND	2:00 p.m.
November 22	.....at New Orleans	1:00 p.m.
November 29	.....at Houston	1:00 p.m.
December 6	.....at Kansas City	1:00 p.m.
December 13	.....SAN DIEGO	2:00 p.m.
December 20	.....CLEVELAND	2:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Denver	35	.....BOSTON	7
"	21	.....NEW YORK	19
"	28	.....Buffalo	41
"	13	.....KANSAS CITY	26
"	14	.....OAKLAND	24
"	30	.....Cincinnati	23
"	21	.....Houston	24
"	13	.....SAN DIEGO	0
"	10	.....Oakland	41
"	20	.....HOUSTON	20
"	24	.....San Diego	45
"	17	.....Kansas City	31
"	24	.....Miami	27
"	27	.....CINCINNATI	16
TOTALS	297		344

FINAL RECORD: WON 5 — LOST 8 — TIED 1

(Home Games Capitalized)

# Denver Key Players



**MIKE CURRENT, Tackle, 6-4, 260, 4th Yr., Age 25, Ohio State.**

Solid performer who has been starting RT for past two years, winning All-Star game designation this past campaign. Came off taxi squad status prior to '68 season. Very strong pass blocker, hard worker.

**BILL THOMPSON, DB, 6-1, 200, 2d Yr., Age 23, Maryland St.**

No. 3 draft choice turned in a highly impressive rookie year. Intercepted three passes, including one for a 57-yard TD return, led AFL in punt and kickoff returns with 11.5 average in former, 28.5 in latter category.



**DAVE COSTA, DT, 6-1, 265, 8th Yr., Age 28, Utah.**

All-Star past two seasons. Anchors strong Broncos' rush line. Has great mobility and balance. Difficult to knock down. Works well with inside moves, but has cat-quickness and can loop and stunt effectively. Runner-up Rookie of Year in 1963.

**MIKE HAFFNER, WR, 6-2, 205, 3rd Yr., Age 28, UCLA.**

Came out of Continental League in 1968 and has since become highly versatile player. Caught 35 passes for 563 yards and five TDs last year, with many grabs of the acrobatic variety. Had 12 catches only in rookie year, but 19.3 average.



**AL DENSON, WR, 6-2, 210, 7th Yr., Age 28, Florida A&M.**

Swift and sure receiver has twice been All-AFL, came back last year for his best one-season production with 53 catches for 809 yards and 10 TDs. Named to All-Star game, now has 203 catches, 30 touchdowns in six seasons.

**PETE DURANKO, DE, 6-2, 252, 4th Yr., Age 26, Notre Dame.**

Good size, excellent speed, strength. Regular last year, started every game. Has quickness, especially on outside move, that beats linemen. Notre Dame All-America twice. Denver future on second round. Came into his own in 1969.



**GEORGE GOEDDEKE, Grd., 6-3, 245, 4th Yr., Age 25, Notre Dame.**

Regular left guard after All-America collegiate career as center. Made position switch quickly, with minimum of trouble. Has great range and speed, ideal for pulling to lead wide thrusts. Regular since latter stages of rookie season.

**JOHN HUARD, LB, 6-0, 220, 4th Yr., Age 26, Maine.**

Broncos' man-in-the-middle has quickness and desire. Took job as rookie and has kept it. Hits hard, reacts quickly. Hard to fool. Coaches say he has yet to reach potential. Top young prospect. Still improving. Had two interceptions last year.





**RICH JACKSON, DE, 6-3, 255, 5th Yr., Age 28, Southern.**

He's an All-AFL three years running. Has led Denver to upset victories over Jets in each of last three seasons. Barely short of All-Pro quality, could do it this time around. Fine speed, great desire. Hits hard and quickly. Spent rookie year with Oakland.

**LARRY KAMINSKI, Center, 6-2, 245, 5th Yr., Age 25, Purdue.**

The reason All-America Goeddeke had to switch to guard. Larry has played well, can still improve. Good moves against red dog, and is above average pass blocker. Accurate snaps. Another sleeper as free agent signee (in 1966).



**FLOYD LITTLE, RB, 5-10, 195, 4th Yr., Age 28, Syracuse.**

Powerhouse little man had his best season in 1969, rushing for 729 yards in 146 carries for a 5.0 average, grabbing 19 passes for 218 yards and scoring seven TDs. Named to All-AFL squad, got All-Star designation too.

**PETE LISKE, QB, 6-2, 205, 3rd Yr., Age 28, Penn State.**

Joined Broncos in 1969 after starring for Toronto and Calgary of the Canadian League. Previously with Jets and Bills for brief trials, he did fine job last season as reliefman, hitting 61 completions and nine touchdowns.



**STEVE TENSI, QB, 6-5, 215, 6th Yr., Age 27, Florida State.**

Hampered by injuries during career, big QB has powerful arm, outstanding abilities when healthy. Last year, he hit 131 completions for 1,990 yards and 14 TDs. His potential is unlimited, may yet become outstanding star.



## **Lou Saban**

### **Head Coach**

He tried to enjoy the country gentleman's life, but the challenge of pro football drew Lou Saban back to the AFL three seasons ago, after Coach of the Year honors while head of the Bills in '64 and '65 and a year's sojourn as head coach at the University of Maryland. It took a 10-year contract as general manager and head coach to lure him back, but Denver felt Saban was the man for the job. His first season, little more than transitional, was 3-11. In 1968, despite crippling injuries to, among others, such vital starters as QB Steve Tensi and leading receiver Al Denson, Saban's magic worked to the extent of an improved 5-9 slate. Last year, he had a 5-8-1 slate. "More important," he says, "is that we started getting help from the young men, the men who will be with this team when they reach their peak." At Buffalo, Lou performed the same service for the Bills, transforming cellar-dwellers to champions. He has been an AFL coach for as long as there has been an AFL, starting with Boston in 1960 and half of '61. Lou's background includes QB duty at Indiana, four years as LB with the Cleveland Browns and college coaching at Case, Washington, Northwestern and Western Illinois.

# Denver 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
—	Aiflen, T.	RB	6-0	195	22	2	87	Jackson, R.	DE	6-3	255	27	5
56	Bachman, J.	C	6-2	249	23	3	43	Jaquess, P.	CB	5-11	182	30	7
73	Barnes, W.	DE	6-2	250	26	5	35	Jones, H.	RB	6-1	235	22	2
24	Brady, P.	S	6-2	211	26	2	59	Kaminski, L.	C	6-2	245	24	5
72	Brunelli, S.	T	6-2	270	26	5	—	Kriewald, D.	T	6-4	245	23	2
80	Buckman, T.	TE	6-4	230	23	2	—	Lang, I.	RB	6-2	230	28	11
41	Burrell, G.	S	5-10	177	22	2	—	Latzke, P.	C	6-4	250	27	4
40	Cavness, G.	CB	5-10	192	22	2	14	Liske, P.	QB	6-2	206	27	3
63	Costa, D.	DT	6-1	260	27	8	44	Little, F.	RB	5-10	196	27	4
76	Crane, G.	LB	6-4	230	22	2	22	Lynch, F.	RB	6-1	205	24	4
—	Crenshaw, W.	RB	6-1	230	28	7	—	Martha, P.	S	6-0	187	28	7
78	Criter, K.	LB	5-11	223	22	2	75	Mirich, R.	DT	6-4	258	28	7
50	Cunningham, C.	LB	6-3	241	24	4	54	Myrtle, C.	LB	6-2	225	24	4
74	Current, M.	T	6-4	274	24	4	12	Pastrana, A.	QB	6-1	190	23	2
—	Davis, D.	RB	5-11	215	24	2	82	Pivec, D.	TE	6-3	230	25	5
88	Denson, A.	WR	6-2	208	27	7	26	Quayle, F.	RB	5-10	195	22	2
55	Duranko, P.	DE	6-2	250	25	4	64	Schnitker, M.	G	6-3	245	22	2
89	Embree, J.	WR	6-4	194	24	2	39	Smiley, T.	RB	6-3	235	26	3
52	Forsberg, F.	LB	6-1	235	25	2	—	Smith, J.	S	6-3	190	23	2
—	Gaiser, G.	T	6-4	255	24	2	70	Smith, P.	DT	6-3	256	24	3
67	Goeddeke, G.	G	6-3	253	24	4	13	Tensi, S.	QB	6-4	210	26	6
20	Greer, C.	S	6-0	205	23	3	36	Thompson, B.	CB	6-1	201	22	2
84	Haffner, M.	WR	6-2	205	26	3	42	Van Heusen, B.	WR-P	6-1	200	23	3
* 34	Hollomon, G.	S-P	6-3	195	23	3	—	Whalen, J.	TE	6-2	210	30	6
3	Howfield, B.	K	5-9	180	32	3	29	Williams, W.	RB	6-1	189	23	2
57	Huard, J.	LB	6-0	220	25	4	—	Williams, S.	LB	6-1	235	27	7
62	Inman, J.	DT	6-2	256	29	5	60	Young, B.	G	6-2	256	27	5

\* Traded to New York Jets

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	ANDERSON, Bob	RB	Colorado
2.	ROCHE, Alden	DE	Southern U.
3.	KOHLER, John	T	South Dakota
4.	HENDREN, Jerry	WR	Idaho
5.	McKoy, Bill	LB	Purdue
6.	MOSIER, John	TE	Kansas
7.	MONTGOMERY, Randy	DB	Weber State
8.	Choice to Kansas City		
	PORTER, Louis	RB	Southern U.
	from Kansas City		
9.	WASHINGTON, David	LB	Alcorn A&M
10.	FULLERTON, Maurice	DT	Tuskegee



## Denver 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs		No.	Yards	Long	TDs			
Little	146	729	5.0	48t	6	Huard	2	18	18	0			
Lynch	96	407	4.2	54	2	Greer	2	13	13	0			
Quayle	57	183	3.2	17	0								
Smiley	56	166	3.0	26	3	Kickoff Ret.	No.	Yards	Avg.	Long	TDs		
Tensi	12	63	5.3	17	0	Thompson	18	513	28.5	63	0		
Liske	10	50	5.0	19	0	Williams	23	574	25.0	38	0		
Williams	10	18	1.8	8	1	Burrell	6	108	18.0	30	0		
						Little	3	81	27.0	30	0		
						Criter	3	31	10.3	14	0		
Passing	Att.	Comp.	Pct.	Yards	TDs	Int.							
Tensi	286	131	.458	1990	14	12	Punt Ret.	No.	Yards	Avg.	Long	TDs	
Liske	115	61	.530	845	9	11	Thompson	25	288	11.5	40	0	
							Little	6	70	11.7	52	0	
Pass Rec.	No.	Yards	Avg.	Long	TDs								
Denson	53	809	15.3	62t	10		Burrell	5	56	11.2	42	0	
Haffner	35	563	16.1	46	5		Greer	1	36	36.0	36	0	
Embree	29	469	16.2	79t	5								
Little	19	218	11.5	67t	1		Punting	No.	Yards	Avg.	Long		
Quayle	11	167	15.2	71	0		Van Heusen	25	1021	40.8	61		
Beer	9	200	22.2	48	0		Hollomon	47	1868	39.7	57		
Pivec	9	117	13.0	18	0								
Lynch	9	86	9.6	19	0		Scoring	TDR	TDP	TDs	PAT	FG	Pts
Williams	5	56	11.2	14	0		Howfield	0	0	0	36	13	75
Smiley	5	23	4.6	17	1		Denson	0	10	10	0	0	60
Buckman	4	48	12.0	20	1		Little	6	1	7	0	0	42
							Haffner	0	5	5	0	0	30
Interceptions	No.	Yards	Long	TDs			Embree	0	5	5	0	0	30
Thompson	3	92	57t	1			Smiley	3	1	4	0	0	24
Burrell	2	65	38t	1			Lynch	2	0	2	0	0	12
Cavness	2	30	29	0									

## Denver All-Time Club Leaders

### RUSHING

Floyd Little, with 1,694 yards in 434 carries for 10 TDs. (1967-'69)

### PASSING

Frank Tripucka, with 662 completions in 1,277 attempts for 7,622 yards and 51 TDs. (1960-'63)

### PASS RECEIVING

\* Lionel Taylor, with 543 receptions for 6,875 yards and 60 TDs. (1960-'66)  
Bob Scarpitto, with 154 receptions for 2,602 yards and 26 TDs. (1962-'67)

### INTERCEPTIONS

Austin Gonsoulin, with 43. (1960-'66)

### SCORING

Gene Mingo, with 408 points. (1960-'64)  
Lionel Taylor, with 300 points. (1960-'66)

\*AFL all-time record

## The Big Play

The success of any passing attack in present-day pro football depends on a variety of patterns — or, if you prefer, a change of pace, something that gives the defense a different picture. The Denver Broncos achieve this by establishing a deep passing game and then sending one of their wide receivers into a shallow pattern as shown in Diagram A. The split end, Al Denson (88) drives deep on the left side, occupying both the halfback and safety, and the tight end on the right, who normally runs short routes, suddenly breaks off the line and runs a deep outside pattern. Flanker Mike Haffner (84) also starts his pattern as if he intends to go long, thus forcing the defensive man covering him to take a deeper, quicker drop. At about 10 yards, Haffner changes course and cuts directly over the middle — in a much shallower plane than he normally takes. Since everyone else has driven 30 or 40 yards into the secondary, the Bronco flanker is a good bet to be wide open in the short zone. What crosses up the defense on this maneuver is the fact that the Denver tight end, usually a short-range receiver, goes deep while Haffner takes on a new role and runs the short pattern. This flanker under pattern works better, of course, after Haffner has caught a couple of long ones and the defense is playing for "bomb."

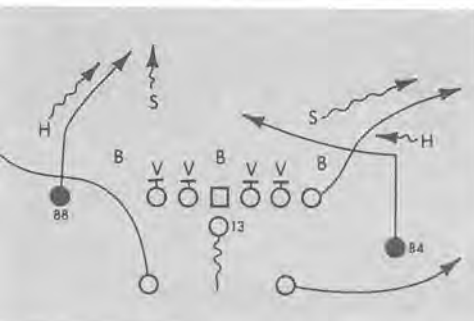


Diagram A

SPLIT END DEEP, FLANKER UNDER

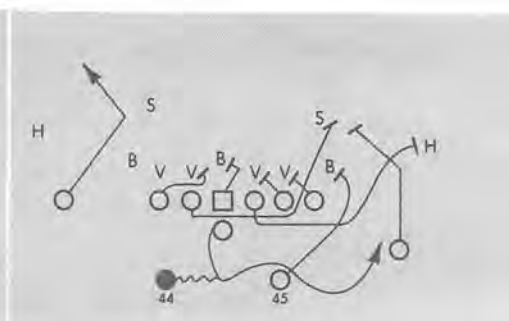


Diagram B

FLOYD LITTLE ON SWEEP

In Floyd Little (44), the Denver Broncos have the ideal running back, a big man with speed and instinct, a fellow who can make one play work several different ways. In Diagram B, Little runs a power sweep but this play can also develop into an off-tackle slant if Floyd sees running room to the inside. Floyd takes the handoff and starts his sweep at three-quarter speed, waiting to see how the blocking shapes up. He must give his right guard time to pull laterally, get to the outside and screen off the defensive halfback. The other Denver back, Tom Smiley (45), drives to the corner and seals off the outside linebacker. The Bronco right end and right tackle block down the line, driving their men away from the flow of the play. Denver's left guard also pulls and turns upfield through the tackle-end hole. If this inside lane opens up, Little can abort his sweep and cut into the hole. If not, Floyd can shift into high gear and attempt to turn the end. He has the option but only the batting of an eye to make decision.

## Broncos in Action



**GIVING** Joe Namath a definite pain is rock-hard Bronco tackle Dave Costa, shown blasting Joe Willie silly during Denver's 21-19 victory over Jets last season.



**DEFENSIVE END** Pete Duranko (55) had a fine season last year, as evidenced in this bit of work where he flattens Boston's QB Mike Taliaferro, causing a fumble.

# HOUSTON OILERS



**AIRBORNE** is Oilers' hard charging back Hoyle Granger in action against the Baltimore Colts. Roy Hopkins (36) weighs in with a block in this spirited action.

**T**he Houston Oilers played in the AFL's first three championship games and won the first two. They play today in the world's first glass-topped stadium. They have had some of the league's top stars perform for them and they have some of the league's soon-to-be superstars on today's squad.

All in all, perhaps there is no team in the league with a more rounded, meaningful and richer tradition than the Oilers. Certainly it started out well. Houston is an original AFL franchise and despite the fact that the Oilers' first home, Jeppessen Stadium, was a high school field, the team has

always drawn well. Football is a way of life in Texas, suh.

Houston, set in the coastal part of the state, offers the National Space Center. It has held championship boxing matches. It has major league baseball and basketball. And it has its Oilers.

It has George Webster, perhaps the finest outside linebacker in the league. It has such as Alvin Reed and Hoyle Granger and Pat Holmes. It has had such AFL greats as George Blanda, Charlie Tolar, Billy Cannon, Charlie Hennigan and Bill Groman. It is a football town, grade-A quality.

## Houston 1970 Schedule

September 20	.....at Pittsburgh	1:00 p.m.
September 27	.....MIAMI	1:00 p.m.
October 4	.....at Cincinnati	1:00 p.m.
October 11	.....BALTIMORE	1:00 p.m.
October 18	.....PITTSBURGH	1:00 p.m.
October 25	.....at San Diego	1:00 p.m.
November 1	.....at St. Louis	1:00 p.m.
November 8	.....at Kansas City	1:00 p.m.
November 15	.....SAN FRANCISCO	1:00 p.m.
November 22	.....at Cleveland	1:00 p.m.
November 29	.....DENVER	1:00 p.m.
December 7	.....CLEVELAND	8:00 p.m.
December 13	.....CINCINNATI	1:00 p.m.
December 20	.....at Dallas	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Houston	17	.....Oakland	21
"	17	.....Buffalo	3
"	22	.....MIAMI	10
"	28	.....BUFFALO	14
"	0	.....Kansas City	24
"	17	.....New York	26
"	24	.....DENVER	21
"	0	.....Boston	24
"	31	.....CINCINNATI	31
"	20	.....Denver	20
"	32	.....Miami	7
"	17	.....SAN DIEGO	21
"	26	.....NEW YORK	34
"	27	.....BOSTON	23
TOTALS	<u>278</u>		<u>279</u>

FINAL RECORD: WON 6 — LOST 6 — TIED 2

(Home Games Capitalized)



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## Houston Key Players

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**CHARLEY JOHNSON, QB, 6-1, 190, 10th Yr., Age 32, N. Mexico St.**  
Veteran QB came to Oilers in off-season trade with St. Louis Cardinals to rejoin former head coach Wally Lemm. Johnson was Cardinals' No. 1 man for five years before going into military duty. Led NFL in completions, 223, yards, 3,045 in 1964.

**JIM BEIRNE, WR, 6-2, 195, 3rd Yr., Age 24, Purdue.**

Swift young receiver proved to be a top performer last year, coming up with 42 receptions for 540 yards and four touchdowns. Had caught 31 passes for 474 and four touchdowns as a rookie. Looks to be a real top prospect.



**GARLAND BOYETTE, LB, 6-1, 245, 10th Yr., Age 30, Grambling.**  
In three-team, three-league career (NFL Cards, Canada) has been guard, defensive end, corner linebacker. Now middle LB and among toughest. Good speed, tremendous strength. Reacts well. Had one interception in 1968. Two-time All-American at Grambling.

**ELVIN BETHEA, DE, 6-3, 255, 3rd Yr., Age 24, N. Carolina A&T.**

Last year was his first as a starter and he led the club in getting to the passer. Great quickness and pursuit, he won a spot on the Eastern All-Star squad at end of season. Should become one of top DEs in the NFL.



**HOYLE GRANGER, RB, 6-1, 225, 5th Yr., Age 26, Mississippi St.**  
Genuine big back threat led club in rushing last year with 740 yards and a 4.0 average, also caught 27 passes for 330 yards. Over past four years, this rugged runner has now rushed for 3,170 yards and an average of 4.6 per carry.

**GLEN RAY HINES, Tackle, 6-5, 265, 5th Yr., Age 27, Arkansas.**

One of top tackles in pro football, now in his fifth year as a starter. Named to Eastern All-Star team in both 1968 and 1969, he is one of the very quickest of all offensive tackles and excels in particular as a pass-blocker.



**PAT HOLMES, DE, 6-5, 250, 7th Yr., Age 30, Texas Tech.**

Defensive captain, unanimous All-League. Signed on after All-Pro career in Canada. Fine quickness, respected as one of AFL's top QB-tormentors. Usually comes away with highest consistency grades week after week.

**KEN HOUSTON, DB, 6-3, 192, 4th Yr., Age 26, Prairie View.**

Could be premier strong safety in league with experience. Has strength, speed, range. Had five interceptions in '68, for 160 yards, two TDs to lead team. Starter since early in rookie season. Sleeper ninth draft pick.





**BOBBY MAPLES, Center, 6-4, 245, 6th Yr., Age 28, Baylor.**

Was linebacker at Baylor but lacked pro-type speed. Made transition to center and is near best at position in Eastern Division. Lateral mobility, quickness complement rugged blocking ability. Was high school QB. Named to East All-Star squad in 1968.



**ALVIN REED, TE, 6-5, 230, 4th Yr., Age 26, Prairie View.**

Called best TE in league, one of best in all pro football. Great size does not detract from outstanding speed. Was team's top receiver, with 51 receptions for 664 yards, two TDs. Unanimous All-Star. Devastating blocker. Threat on delay block-short pattern plays.



**JERRY LEVIAS, WR, 5-10, 175, 2d Yr., Age 23, SMU.**

Had great rookie season. Exciting player set AFL record for combined punt and kickoff returns in one season with 73. Caught 42 passes for 696 yards and five TDs, including an 86-yard bomb. Truly an explosive player.



**WALT SUGGS, Tackle, 6-5, 260, 9th Yr., Age 31, Mississippi State.**

Offensive captain, East All-Star two years straight. Hard worker, has started every game since '62. Second team All-League in '67 and '68. Ideal size, fine speed. Outstanding blocker for run or pass. Reported to camp in '61, left due to injuries, came back in 1962.



**GEORGE WEBSTER, LB, 6-4, 223, 4th Yr., Age 25, Michigan State.**

Oilers' top draft pick in '67 after two-time All-America collegiate career. Already considered one of game's finest outside linebackers. All-Pro berths three years in AFL, named to first All-NFL-AFL team as well. Ferocious tackler with lineman's size, safety's speed.



**Wally Lemm  
(Head Coach)**

In a room filled with people, soft-spoken Wally Lemm isn't likely to make much of an impression. But get him out on a football field, tell him he has a coaching job to do and he'll out-impress everyone. Like he did in 1967, for example. All he was asked to do then was take a team that had finished flat last in '66 and win a championship. Wally thought about that, said it shouldn't be all that difficult anyway and then did it. The Oilers won the Eastern championship, nosing out the New York Jets in a heart-stopping final flourish—and somehow Wally had done it with 15 rookies in starting positions. Doing the impossible clearly isn't difficult . . . it just takes a little more planning. Lemm will begin his 28th coaching season, a span which includes head roles with St. Louis in the NFL and at Montana State, and aide spots at Lake Forest (Ill.) College and the Chicago (now St. Louis) Cards. He was Oilers' head coach in '61, taking Houston to an AFL championship, then left for St. Louis and reclaimed his AFL position in '66, after a 28-26-3 mark with the Cards. Quite, unassuming Lemm gives an indication of his coaching credo with this succinct motto: "I cannot stand a good loser." Good or bad, he's never been one.

# Houston 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
48	Atkins, B.	WR	6-3	215	24	3	62	LeMoine, J.	G	6-2	245	25	4
61	Autry, H.	C	6-3	235	22	2	23	Levias, J.	WR	5-10	175	23	2
27	Barnes, M.	S	6-3	205	25	3	50	Maples, B.	C	6-4	245	28	6
81	Beirne, J.	WR	6-2	195	24	3	77	Mayes, B.	DE	6-5	265	24	2
65	Bethea, E.	DE	6-3	255	25	3	41	Mitchell, L.	CB	6-1	190	25	3
* 66	Bishop, S.	G	6-2	245	31	9	22	Moore, Z.	CB	6-1	198	27	4
52	Boyette, G.	LB	6-1	245	30	10	74	Parker, W.	DT	6-2	265	25	4
25	Burrell, O.	RB	6-0	195	31	7	44	Peacock, J.	S	6-1	200	22	2
35	Campbell, W.	RB	5-11	208	26	4	58	Pritchard, R.	LB	6-1	235	22	2
88	Carrington, E.	TE	6-4	225	26	2	89	Reed, A.	TE	6-5	230	26	4
84	Davis, D.	TE	6-3	225	30	6	60	Regner, T.	G	6-1	255	26	4
71	Domres, T.	DT	6-3	255	24	3	17	Rhorne, J.	QB	6-0	188	28	6
21	Douglas, J.	CB	6-1	195	25	4	72	Rice, G.	DT	6-3	260	26	5
75	Drungo, E.	T	6-5	250	23	2	24	Richardson, M.	RB	5-11	198	22	2
3	Gerela, R.	KI	5-10	185	22	2	30	Smith, B.	S	6-0	181	25	2
32	Granger, H.	RB	6-1	225	26	5	70	Stith, C.	DT	6-5	265	25	3
86	Haik, M.	WR	6-1	196	24	3	76	Suggs, W.	T	6-5	260	31	9
78	Hines, G. R.	T	6-5	265	27	5	56	Underwood, O.	LB	6-1	220	28	6
79	Holmes, P.	DE	6-5	255	30	7	53	Wainscott, L.	LB	6-2	230	23	2
36	Hopkins, R.	RB	6-1	215	25	4	57	Watson, E.	LB	6-4	220	23	2
29	Houston, K.	S	6-3	195	26	4	90	Webster, G.	LB	6-4½	223	25	4
12	Johnson, C.	QB	6-1	190	31	10	80	Woods, G.	DE	6-4	250	23	2
38	Johnson, R.	RB	6-1	220	22	2	87	Zaeske, P.	WR	6-2	200	24	2
18	Joiner, C.	WR	5-11	185	23	2							

\* Retired

## 1970 Draft Selections

Rnd	Name	Pos.	College
1.	WILKERSON, Doug...	G	No. Carolina Central
2.	BROOKS, Leo.....	DT	Texas from Boston
	DUSENBERRY, William	RB	Johnson C. Smith
3.	Choice to Dallas thru		Cleveland
4.	JONES, John.....	P	Georgia
5.	SAUL, Ron.....	G	Michigan State from Cincinnati thru New York Jets
6.	JOHNSON, Benny.....	DB	Johnson C. Smith
7.	OLSON, Charles.....	DB	Concordia, Minn.
8.	McCLISH, Mike.....	T	Wisconsin
9.	BLOSSOMS, Charles ..	DE	Texas Southern
10.	DAWKINS, Joe.....	RB	Wisconsin

# Houston 1969 Club Leaders

Rushing											
Att.	Yards	Avg.	Long	TDs		No.	Yards	Long	TDs		
Granger ... 186	740	4.0	23	3		Hicks .....	4	36	20	0	
Hopkins .. 131	473	3.6	43	4		Peacock .....	2	56	42	0	
Burrell ... 41	147	3.6	19	0		Webster .....	2	35	26	0	
Campbell ... 28	98	3.5	10	1							
Beathard .. 19	89	4.6	16	2		Kickoff Ret. No. Yards Avg. Long TDs					
Richardson 5	51	10.2	28	0		Levias .....	38	940	24.1	87	0
Johnson .. 11	42	3.8	9	0		Burrell .....	5	101	20.0	32	0
Trull .....	8	25	3.2	7	2	Joiner .....	3	73	24.1	28	0
Passing											
Att.	Comp.	Pct.	Yards	TDs	Int.	Punt Ret.	No.	Yards	Avg.	Long	TDs
Beathard 370	180	.486	2455	10	21	Levias .....	*35	*292	8.3	46	0
Trull .... 75	34	.453	469	3	6	Richardson ..	7	93	13.2	27	0
Davis .... 42	25	.595	223	2	4						
Pass Rec.						Punting					
No.	Yards	Avg.	Long	TDs		No.	Yards	Avg.	Long		
Reed ..... 51	664	13.0	32	2		Gerela .....	41	1656	40.4	70	
Levias .... 42	696	16.6	86	5		Burrell .....	29	1066	36.8	56	
Beirne .... 42	540	12.9	37	4							
Hopkins .... 29	338	11.7	56	1		Scoring					
Haik ..... 27	375	13.9	42	1		TDR	TDP	TDs	PAT	FG	Pts.
Granger .... 27	330	12.2	53	1		Gerela .. 0	0	0	29	19	86
Interceptions						Hopkins .. 4	1	5	0	0	30
No.	Yards	Long	TDs			Levias ... 0	5	5	0	0	30
Farr ..... 6	48	35	0			Beirne ... 0	4	4	1	0	26
Houston ..... 4	87	51	1			Granger ... 3	1	4	0	0	24
Moore ..... 4	71	51	1			Trull .... 2	0	2	0	0	12
						Beathard 2	0	2	0	0	12
						Reed ... 0	2	2	0	0	12

\*Led League in 1969

# Houston All-Time Club Leaders

## RUSHING

Charles Tolar, with 907 carries for 3,277 yards. (1960-'66)  
 Hoyle Granger, with 681 carries for 3,170 yards. (1966-'69)

## PASSING

George Blanda, with 1,347 completions on 2,784 attempts for 19,149 yards and 165 TDs. (1960-'66)  
 Don Trull, with 249 completions on 556 attempts for 3,538 yards and 29 TDs. (1964-'69)

## PASS RECEIVING

Charles Hennigan, with 410 receptions for 6,823 yards, 51 TDs. (1960-'66)  
 Charles Frazier, with 177 receptions for 3,017 yards, 22 TDs. (1962-'68)

## INTERCEPTIONS

\* Jim Norton, with 45. (1960-'68)  
 Freddy Glick, with 30. (1961-'66)  
 Tony Banfield, with 27. (1960-'65)

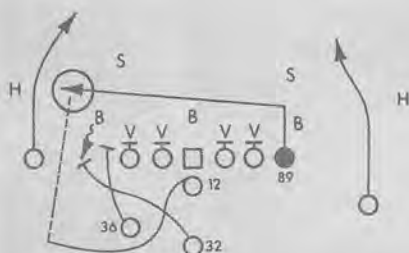
## SCORING

George Blanda, with 596 points. (1960-'66)  
 Charles Hennigan, with 306 points. (1960-'1966)

\* AFL all-time record

## The Big Play

Movement is the name of offense in pro football these days — and the Houston Oilers make maximum use of motion with Charlie Johnson (12), their fine rollout quarterback. In Diagram A, Johnson executes the time-honored quarterback rollout which starts out as a pass to tight end Alvin Reed (89) but which can also turn into a Quarterback “keeper” if Charlie sees running room. Both the Houston split end and flanker are sent on deep pass routes to draw the secondary out of the short zone where Reed tries to get open. Johnson takes the snap and rolls left behind a screen set up by his running backs, Hoyle Granger (32) and Roy Hopkins (36). At the same time, Reed takes three steps straight downfield, driving the tight safety back, and then cuts laterally to his left and races across the field, parallel to Johnson’s path. As the quarterback moves left, he watches the reaction of the defense. If the enemy corner linebacker senses a run and comes across the line, well, Johnson should find Reed wide open at about 15 yards. If everyone falls back to cover the Oiler pass receivers, Charlie can pull the ball down and take off on his own.



**Diagram A**  
QUARTERBACK ROLLOUT



**Diagram B**  
FULLBACK POWER DIVE

The big running backs in pro ball today need speed and quickness as well as size and power. In Hoyle Granger (32), Houston has such a back. The success of the fullback power dive shown in Diagram B depends to a large extent on Granger's amazing acceleration. This is a bang-bang play. It can get those few tough yards for a vital first down, or it can explode Granger into the open for a long gain. Hoyle takes a handoff from quarterback Charley Johnson (12) and drives into the middle of the line behind the block of his center, who angles down on the defensive right tackle. The Oilers' left guard, Tom Regner (60), meanwhile, takes a jag step and crosses behind the center to wipe out the middle linebacker. The Houston right guard, Jim Le Moine (62), moves his man either way, and it is from this block that Granger takes his cue. He can either drive straight ahead, over center, or slant quickly to the outside (as shown by the dotted lines in the diagram). The responsibility on this play rests with Granger; he must make that split-second decision on which way to go. He doesn't get a second chance!.



## Oilers in Action



**WHEN** Woody Campbell is right, he certainly adds plenty to the Oiler attack. Here's Woody for a good gain against the Broncos as Sonny Bishop (66) blocks.



**GRANGER** powers for extra yardage against the Patriots as wide receiver Jerry Levias (23) puts a good block on a defender.

# KANSAS CITY CHIEFS



**SYMBOLIC** of Chiefs' ascension to Super Bowl honors is this shot of linebacker Bobby Bell in the process of flattening Jets' Joe Namath. Bell, and the rest of the Raiders, had a truly Super year.

**T**he team that was to become the Chiefs was born in a hotel room meeting in 1959. The next significant date was in 1963 when Lamar Hunt moved his league champion Dallas Texans to Kansas City as the Chiefs... and of course, the capstone was in New Orleans in January of 1970 when the powerful Chiefs racked up the Minnesota Vikings in convincing style to become the champions of professional football in Super Bowl IV.

It is no surprise, therefore, that the city of Kansas City has responded, ever since 1963, with unbounded enthusiasm and first-class commitment.

During the past several years, fans have supported the Chiefs in truly championship style, filling the seats in a zealous style for not only regular season, but pre-season games as well.

In 1968, the Chiefs boasted a

12-2 record, and yet did not win the Western Division championship. It was a disappointment, but by the same token proved to be a determination point for the entire ball club. The Chiefs came back in 1969 with an 11-3 regular season mark, then turned back an Oakland team which had whipped them twice in regular season and the defending champion Jets to capture the AFL championship in the final year of that league's formal existence.

It seemed almost fitting that the Chiefs were to be that final champion and a powerful Super Bowl victor. The Chiefs had given Kansas City a league title and a first-ever Super Bowl in the 1966 season and 1967 Super Bowl and had proven to be, perhaps, the soundest football in professional football. And Kansas City wants more of the same in the 1970's.

# Kansas City 1970 Schedule

September 20	.....at Minnesota	.....3:00 p.m.
September 28	.....at Baltimore	.....9:00 p.m.
October 4	.....at Denver	.....2:00 p.m.
October 11	.....BOSTON	.....1:00 p.m.
October 18	.....at Cincinnati	.....4:00 p.m.
October 25	.....DALLAS	.....3:00 p.m.
November 1	.....OAKLAND	.....3:00 p.m.
November 8	.....HOUSTON	.....1:00 p.m.
November 15	.....at Pittsburgh	.....1:00 p.m.
November 22	.....ST. LOUIS	.....3:00 p.m.
November 29	.....SAN DIEGO	.....1:00 p.m.
December 6	.....DENVER	.....1:00 p.m.
December 12	.....at Oakland	.....1:00 p.m.
December 20	.....at San Diego	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Kansas City	27	.....San Diego	9
"	31	.....Boston	0
"	19	.....Cincinnati	24
"	26	.....Denver	13
"	24	.....HOUSTON	0
"	17	.....MIAMI	10
"	42	.....CINCINNATI	22
"	29	.....Buffalo	7
"	27	.....SAN DIEGO	3
"	34	.....New York	16
"	24	.....OAKLAND	27
"	31	.....DENVER	17
"	22	.....BUFFALO	19
"	6	.....Oakland	10
TOTALS	<u>359</u>		<u>177</u>

FINAL RECORD: WON 12 – LOST 2

(Home Games Capitalized)

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## Kansas City Key Players

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**BOBBY BELL, Linebacker, 6-4, 228, 8th Yr., Age 30, Minnesota.**  
All-league choice three of last four years. Switched from DE in '65, has played in five All-Star games. Has 16 career interceptions. Great speed, ferocious tackler. Good lateral movement and reaction. Won Outland Trophy (Nation's top lineman) as college senior.

**BUCK BUCHANAN, DT, 6-7, 287, 8th Yr., Age 30, Grambling.**

First team in All-AFL last three years. Felt to be one of top defensive linemen in both leagues. Batted down 12 passes last season. Six-game All-Star veteran. Size is enormous, but speed is surprisingly good. Top draft pick in '63, played on All-Star team that beat Packers.



**ED BUDDE, Guard, 6-5, 260, 8th Yr., Age 29, Michigan State.**

One of top offensive linemen in either league, has been All-Star selection last three seasons. No. 1 draft of Chiefs and NFL Eagles. Top man in leading sweeps. Agile pass-blocker, tough straight-ahead. Good speed, savvy. Outstanding size. College All-America.

**LEN DAWSON, QB, 6-9, 190, 14th Yr., Age 35, Purdue.**

Veteran QB rose to the heights in '69, leading Chiefs to AFL and Super Bowl titles. Brilliant against Vikings in Super Bowl victory, won MVP honors. Leading alltime AFL passer, has 182 TD passes lifetime, more than 18,000 yards gained.



**MIKE GARRETT, RB, 5-9, 200, 5th Yr., Age 26, U.S.C.**

Rugged little running back had outstanding year, leading club in rushing with 732 yards and 4.4 average, and in receiving with 43 grabs for 432 yards. Scored eight touchdowns, continues to be a game-breaker always.

**ROBERT HOLMES, RB, 5-9, 220, 3rd Yr., Age 24, Southern U.**

Teams with Garrett to give Chiefs powerhouse pair of diminutive runners. A No. 14 draft choice, he had 612 yards rushing last year after 866 the year before. Runs with great strength and desire, also a fine pass receiver.



**WILLIE LANIER, LB, 6-1, 245, 4th Yr., Age 25, Morgan State.**

Became starter in 1968 and earned All-AFL berth in middle. Picked off four passes last year, same as in 1968. Nicknamed "Contact" by teammates for ferocious tackling. Good speed, fine pass-drop instinct. Played in '68 All-Star game. No. 2 draft pick in 1967.

**JERRY MAYES, DE, 6-4, 252, 10th Yr., Age 30, S.M.U.**

Made debut as DT, switched to DE in '65 and has been All-Pro at both. Known for desire and great second effort tackling. Good size, Herculean strength. Has played in six All-Star games. Defensive co-captain last year. Off-season civil engineer.





**CURLEY CULP, DT, 6-1, 265, 3rd Yr., Age 24, Arizona St.**

Obtained from Denver in 1968 trade, he appeared in only nine games that season, but came on in 1969 to win starting berth and turned in outstanding job as club rolled to AFL and Super Bowl titles. Very strong and agile, gets to the passer often.

**JOHNNY ROBINSON, DB, 6-1, 205, 11th Yr., Age 32, L.S.U.**

Only remaining original Chief, has 43 career interceptions (eight last year). Total gives him the all-time team leadership. Named to combined AFL-NFL All-Pro team as free safety. Good speed, exceptional tackler, hard to beat. No. 1 pick in '60 by Chiefs.



**JAN STENERUD, Kicker, 6-2, 187, 4th Yr., Age 27, Montana St.**

Norwegian kicker who developed his own style of soccer kicking scored 119 points in '69, including 27 field goals, then added three more in Super Bowl triumph. Great long range kicker, he had 129 points in 1968.

**OTIS TAYLOR, WR, 6-3, 215, 6th Yr., Age 28, Prairie View.**

Outstanding receiver had 41 catches for 696 yards and seven TDs last year, then added super catch and run for clinching TD against Vikings in Super Bowl. Has strength, running ability to go with speed and pass-catching abilities.



**EMMITT THOMAS, DB, 6-2, 192, 5th Yr., Age 27, Bishop.**

Originally signed as free agent, had his best year in '69, leading the AFL in interceptions with nine for return of 147 yards and one touchdown. Can also double as fine kickoff and punt return man if the need arises.



**Hank Stram**

*Head coach*

Jaunty Henry is one of only two coaches who have held head coaching jobs since inception of the AFL in '60. His supporters suggest he has earned this distinction — and his success — by being the most imaginative of all pro coaches.

Hank has given life to such tactics as the "stack" defense, the Tight End-I offense, the "floating pocket" for quarterback Len Dawson, and has been named Coach of the Year twice by several national organizations. Largely credited with being a top offensive tactician, Hank was lauded for the development of four All-America QBs during his dozen years in collegiate circles . . . Dale Samuels and Dawson at Purdue, George Izo at Notre Dame, Fran Curci at Miami (Fla.). Stram was an All-Around Athlete (AAA) at Purdue, winning seven letters in baseball as well as football. He received the Big Ten Medal as a senior and was an All-Big Ten halfback. Aide's jobs followed graduation at Purdue, SMU, Notre Dame and Miami. He then heeded Lamar Hunt's call and took reins of the Dallas Texans (now the Chiefs). Coached Texans to AFL title in '62 in famous "six-quarter" game with Oilers, longest overtime game ever. First AFL coach to win three pre-season games vs. NFL. Jolted Chicago Bears with 66-point summer game in '67.



# Kansas City 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Pro Yr.
84	Arbanas, F.	TE	6-3	245	10	51	Lynch, J.	LB	6-1	235	4
78	Bell, B.	LB	6-4	228	8	81	McCarty, M.	TE	6-5	255	2
87	Brown, A.	DE	6-5	265	4	32	McClinton, C.	RB	6-3	227	9
86	Buchanan, B.	DT	6-7	275	8	6	McVea, W.	RB	5-9	182	3
71	Budde, E.	G	6-5	260	8	40	Marsalis, J.	CB	5-11	194	2
80	Carolan, R.	TE	6-6	240	8	75	Mays, J.	DE	6-4	250	10
* 23	Coan, B.	RB	6-4	220	8	22	Mitchell, W.	CB	6-0	185	7
61	Culp, C.	DT	6-1	265	3	76	Moorman, M.	G	6-5	252	3
60	Daney, G.	G	6-4	240	3	25	Pitts, F.	WR	6-2	199	6
16	Dawson, L.	QB	6-0	190	14	14	Podolak, E.	RB	6-1	204	2
12	Flores, T.	QB	6-1	200	10	65	Prudhomme, R.	C	6-4	250	5
21	Garrett, M.	RB	5-9	190	5	30	Richardson, G.	WR	6-0	200	4
38	Hayes, W.	RB	6-1	220	6	42	Robinson, J.	S	6-1	205	11
73	Hill, D.	T	6-5	260	8	20	Sellers, G.	WR	6-2	198	5
45	Holmes, R.	RB	5-9	220	3	66	Stein, B.	LB	6-2½	235	2
55	Holub, E.J.	C	6-4	236	10	3	Stenerud, J.	K	6-2	187	4
17	Huarte, J.	QB	6-0	185	5	88	Stroud, M.	TE	6-8	245	2
85	Hurston, C.	LB	6-6	240	6	89	Taylor, O.	WR	6-3	215	6
46	Kearney, J.	S	6-2	206	6	18	Thomas, E.	CB	6-2	192	5
63	Lanier, W.	LB	6-1	245	4	74	Trosch, G.	DE	6-7	260	3
15	Lee, J.	QB	6-1	185	11	77	Tyrer, J.	T	6-6	270	10
10	Livingston, M.	QB	6-4	212	3	44	Wilson, J.	P	6-4	222	8
* 82	Lothamer, E.	DT	6-5	270	7						

\* Retired

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	SMITH, Sid .....	T	So. California
2.	WERNER, Clyde .....	LB	Washington
3.	BARNETT, Billy Bob .....	DE	Texas A&M from San Francisco
	HADLEY, David .....	DB	Alcorn A&M
4.	Choice to Cincinnati .....		
5.	ORIARD, Mike .....	C	Notre Dame
6.	HEWS, Robert .....	T	Princeton
7.	GLOSSON, Clyde .....	WR	Texas-El Paso
8.	BARRY, Fred .....	DB	Boston U from Denver
	Choice to Denver .....		
9.	EVANS, Charley .....	T	Texas Tech
10.	STANKOVICH, Bob .....	G	Arkansas

# Kansas City 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs	No.	Yards	Long	TDs			
Garrett ...	168	732	4.4	34	6	Kearney .....	5	143	60t	0		
Holmes ...	150	612	4.1	25	2	Lanier .....	4	70	44	0		
McVea ...	106	500	4.7	80	7							
Hayes ....	62	208	3.4	11	4	<b>Kickoff Ret.</b>	<b>No.</b>	<b>Yards</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>	
Livingston .	15	102	6.8	39	0	Smith .....	4	125	31.3	37	0	
Lowe ....	10	33	3.3	18	0	Mitchell ....	7	178	25.4	36	0	
Pitts .....	5	28	5.6	11	0	McVea .....	13	318	24.5	40	0	
Taylor ....	2	-2	-1.0	10	0	Podolak ....	7	165	23.6	28	0	
						Lowe .....	5	116	23.2	30	0	
Passing	Att.	Comp.	Pct.	Yards	TDs	Int.						
Dawson ..	166	98	59.0	1323	9	13	<b>Punt Ret.</b>	<b>No.</b>	<b>Yards</b>	<b>Avg.</b>	<b>Long</b>	<b>TDs</b>
Livingston	161	84	52.2	1023	4	6	Mitchell ....	13	101	7.8	35	0
Lee .....	20	12	60.0	109	1	1	Smith .....	9	107	11.9	64*	0
McVea ..	3	1	33.0	50	1	0	Garrett .....	8	28	3.5	10	0
Pass Rec.	No.	Yards	Avg.	Long	TDs							
Garrett ....	43	432	10.0	41	2	<b>Punting</b>	<b>No.</b>	<b>Yards</b>	<b>Avg.</b>	<b>Long</b>		
Taylor .....	41	696	17.0	79	7	Wilson .....	68	3022	44.4	62		
Pitts .....	31	470	15.8	50	2							
Holmes ....	26	266	10.2	33	3	<b>Scoring</b>	<b>TDR</b>	<b>TDP</b>	<b>TDs</b>	<b>PAT</b>	<b>FG</b>	<b>Pts.</b>
Richardson ..	23	381	16.6	39	2	Stenerud	0	0	0	38	27	119
Arbanas ....	16	258	16.1	44	0	Garrett ..	6	2	8	0	0	48
Hayes .....	9	64	7.1	17	0	Taylor ..	0	7	7	0	0	42
McVea .....	7	71	10.1	22	0	McVea ..	7	0	7	0	0	42
						Holmes ..	2	3	5	0	0	30
						Hayes ...	4	0	4	0	0	24
Interceptions	No.	Yards	Long	TDs		Richardson	0	2	2	0	0	12
Thomas .....	9*	147	45t	0		Pitts ....	0	2	2	0	0	12
Robinson .....	8	158*	33	0								

\*Led League in 1969

# Kansas City All-Time Club Leaders

## RUSHING

Abner Haynes, with 780 carries for 3,837 yards. (1960-'64)  
Curtis McClinton, with 762 carries for 3,017 yards. (1962-'69)

## PASSING

\*Len Dawson, with 1,335 completions in 2,352 attempts for 18,899 yards and 182 TDs. (1962-'69)  
Cotton Davidson, with 339 completions in 709 attempts for 4,919 yards and 32 TDs. (1960-'61)

## PASS RECEIVING

Chris Burford, with 391 receptions for 5,505 yards. (1960-'67)  
Otis Taylor, with 204 receptions for 3,817 yards. (1965-'69)  
Frank Jackson, with 163 receptions for 2,480 yards. (1961-'65)

## INTERCEPTIONS

Johnny Robinson, with 43. (1962-'69)  
Bobby Hunt, with 37. (1962-'67)

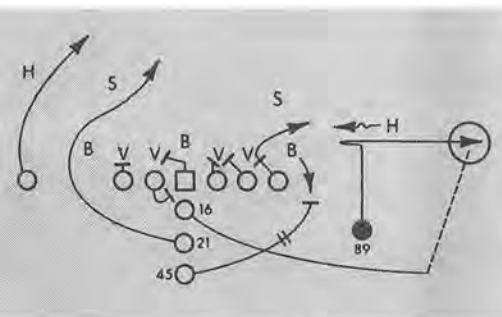
## SCORING

Abner Haynes, with 366 points. (1960-'64)  
Chris Burford, with 330 points. (1960-'67)

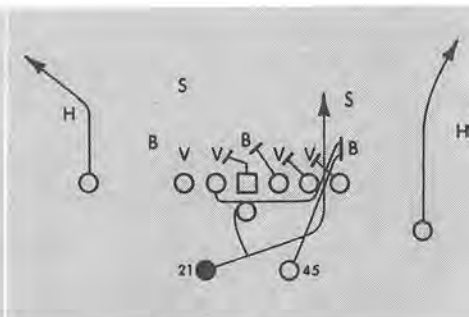
\*Led League in 1969

## The Big Play

The much-discussed Kansas City I formation poses any number of problems for rival defenses. From this attacking set, quarterback Len Dawson (16) can strike either left or right — on the ground or in the air. In Diagram A, Dawson pressures the defense on the left side by sending his split end and running back Mike Garrett (21) on deep pass routes. This initial movement keeps the defense honest — that is, the linebackers and halfbacks must honor the flow to the left, especially with a speedster like Garrett on the loose. After taking the snap, Dawson fakes a handoff to Robert Holmes (45), who hits toward right end and blocks the corner linebacker. Meanwhile, Dawson sprints out to the right and watches the reaction of the defense. Flanker Otis Taylor (89) drives straight down on the halfback covering him and makes a sharp move toward the inside. As soon as the defensive man takes this bite, the swift Taylor changes direction again and breaks quickly to the outside, freeing himself momentarily to take Dawson's short pass. The Chiefs' tight end, meanwhile, helps block on the defensive end and then drifts into the short flat zone — just in case Taylor is covered and Dawson needs another target.



**Diagram A**  
FLANKER SQUARE OUT



**Diagram B**  
OFF-TACKLE, DOUBLE TEAM

Although the modern T-formation relies heavily on the principle of brush blocking, the Kansas City Chiefs nevertheless get excellent results from the old-fashioned double-team block on some of their power running plays. In Diagram B, Mike Garrett (21) runs an off-tackle option behind a strong double-team block on the rival left corner linebacker. Kansas City's left guard pulls out of the line and joins with fullback Robert Holmes (45) in wiping out the linebacker. The Chiefs' tight end, meanwhile, blocks down on the defensive end, thus opening a narrow running lane to the inside. Garrett watches the blocks develop and then exercises his option: take it all the way to the outside (if the guard and Holmes have driven the linebacker inside) or up the tackle-end slot if the blocking pressure has cleared that lane. A back like Garrett helps make this play work; Mike has great quickness and a fine change of pace. He can dart to the inside and take full advantage of the double-team block, or he can turn the corner.

## Chiefs in Action



**SWIFT AND** elusive Mike Garrett (21) has daylight in front of him and moves for big yardage as guard Ed Budde (71) seals off a pursuer.



**ATTACKING** San Diego QB are a host of Chiefs, including Jim Lynch (51), Aaron Brown (87) and Jerry Mays (75). Kansas City defense continues to be a powerful force.

# MIAMI DOLPHINS



**KEY MAN** in Miami defense is rugged middle linebacker Nick Buoniconti (85), shown here putting the muscle on Chicago Bear star Gale Sayers in pre-season battle last year.

In 1965, a Minneapolis attorney named Joseph Robbie was asked to determine if an AFL franchise was available for Philadelphia. He met with league commissioner Joe Foss, who first filled Robbie's head with visions of a Florida football future. Today, Miami has that team and Joe Robbie, several pleasant Fahrenheit degrees removed from Minnesota, is head man of the Dolphins.

Miami has always been involved in football, and indeed, once had a professional team — the Seahawks. But no one dreamed of the enthusiasm that would capture this sunshine and orange juice resort town when the Dolphins moved in. It has been, to quote Robbie, "incredible."

Team accomplishments, naturally, have done their part to add luster to the Dolphins. No expansion team won more in its first season (three games), and none won more in its second (four). And, in 1968, the Dolphins were actually involved in an Eastern Division race. Miami finished with five victories and the promise of many more, for the young stars on this team are just beginning to be heard.

Bob Griese, one of the game's top quarterbacks . . . running backs Larry Csonka and Jim Kiick . . . receiver Paul Warfield, ex-Cleveland star, and fine young players. The future is taken care of, while the past has already been filled with special Miami memories.



## Miami 1970 Schedule

September 20	.....at Boston	.....1:00 p.m.
September 27	.....at Houston	.....1:00 p.m.
October 3	.....OAKLAND	.....8:00 p.m.
October 10	.....at New York Jets	.....8:00 p.m.
October 18	.....at Buffalo	.....1:00 p.m.
October 25	.....CLEVELAND	.....1:00 p.m.
November 1	.....at Baltimore	.....2:00 p.m.
November 8	.....at Philadelphia	.....1:00 p.m.
November 15	.....NEW ORLEANS	.....1:00 p.m.
November 22	.....BALTIMORE	.....1:00 p.m.
November 30	.....at Atlanta	.....9:00 p.m.
December 6	.....BOSTON	.....1:00 p.m.
December 13	.....NEW YORK JETS	.....4:00 p.m.
December 20	.....BUFFALO	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Miami	21	.....Cincinnati	27
"	17	.....Oakland	20
"	10	.....Houston	22
"	20	.....OAKLAND	20
"	14	.....SAN DIEGO	21
"	10	.....Kansas City	17
"	24	.....BUFFALO	6
"	31	.....New York	34
"	17	.....Boston	16
"	3	.....Buffalo	28
"	7	.....HOUSTON	32
"	23	.....BOSTON AT TAMPA	38
"	27	.....DENVER	24
"	9	.....NEW YORK	27
TOTALS	<u>233</u>		<u>332</u>

FINAL RECORD: WON 3 – LOST 10 – TIED 1

(Home Games Capitalized)

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## Miami Key Players

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**DICK ANDERSON, DB, 6-2, 205, 3rd Yr., Age 24, Colorado.**

Led Dolphins with eight interceptions in 1968 when he was AFL Defensive Rookie of Year. Came back with three steals for 106 yards last year, and continued to be a very strong defender against the run. Sure tackler.

**NICK BUONICONTI, LB, 5-11, 220, 8th Yr., Age 29, Notre Dame.**

came to Miami from Boston in big 1969 trade, promptly stepped into MLB job and won Dolphins' "MVP" honors in vote of teammates. Also named to All-AFL team, All-Star squad. Rugged tackler, great competitor, had three interceptions last year.



**LARRY LITTLE, Grd., 6-1, 285, 4th Yr., Age 25, Bethune-Cookman.**

Obtained in trade last year with San Diego, big strong lineman came on to win starting job at right guard. Did so well, he was picked for AFL All-Star game. Great quickness for his size, he can also double at offensive tackle.

**LARRY CSONKA, RB, 6-3, 240, 3rd Yr., Age 24, Syracuse.**

No. 1 draft choice in 1968, he had another good year in '69, finishing with 566 yards rushing and 4.3 average. Also caught 21 passes for 183 yards, scored three TDs overall. Great strength makes him hard to bring down. Fine blocker.



**PAUL WARFIELD, WR, 6-0, 188, 7th Yr., Age 27, Ohio State.**

Dolphins added great strength to receiving corps in obtaining this outstanding receiver from Cleveland in 1970 trade. All-Pro has great moves, hands, speed. Caught 42 passes for 886 yards, 21.1 average and 10 TDs in '69 for Browns.

**NORM EVANS, Tackle, 6-5, 250, 6th Yr., Age 27, T.C.U.**

Acquired from Oilers in allocation draft, became regular instantly and has missed only one game since. Twice named team's outstanding offensive lineman. Rangy size and genuine speed. Tough blocker. Quick reaction, good moves.



**MANUEL FERNANDEZ, DE, 6-2, 250, 3rd Yr., Age 23, Utah.**

Success story of free agent becoming starter, ultimately being voted team's top defensive lineman. Made 68 unassisted tackles, 22 others. Recovered fumble, spilled QBs four times. Strength is his asset, can fight past blockers. Good speed on outside loops.

**TOM GOODE, Center, 6-3, 250, 8th Yr., Age 31, Mississippi St.**

"Iron Man" Tom has 112-game streak going, including last 56 as Dolphin. Never missed a Miami start since coming from Houston on allocation draft. Good blocker, quick to pick up on blitz. Fine at leading FB draw. Oilers' No. 2 draft pick in '61.





**BOB GRIESE, QB, 6-1, 190, 4th Yr., Age 25, Purdue.**

Considered one of top young QBs in all football. Fine arm, accurate passer up to 50 yards. Good runner, can scramble. Play selection good, defense-reading "uncanny," according to veteran linebackers. No. 1 draft in '67. Hit 1,695 yards, 10 TDs in '68.

**JIM KIICK, RB, 5-11, 215, 3rd Yr., Age 23, Wyoming.**

No. 5 draft choice finished as Dolphins' leading rusher for second straight year, knocking out 575 yards in 180 carries. Also grabbed 29 passes for an additional 443 yards and scored a total of 10 touchdowns.



**BILL STANFILL, DE, 6-5, 250, 2d Yr., Age 23, Georgia.**

No. 1 draft choice had himself outstanding rookie year, winning club "Rookie" honors and winning berth in AFL All-Star game. Extremely quick, he led Miami in sacking the passer, also had two interceptions—both for TD returns!!

**ED WEISACOSKY, LB, 6-1, 230, 4th Yr., Age 26, Miami (Fla.).**

Signed as free agent after being released by Giants in 1968, he was regular RLB all of last season and was voted "Best Defensive Linebacker" by his mates. Strong against the run, he also had three interceptions for 10 yards returned.



**JIMMY WARREN, DB, 5-11, 175, 7th Yr., Age 30, Illinois.**

Has missed only minutes in three seasons with Dolphins. Came to Miami from San Diego in allocation, has 11 team interceptions (18 career). Named to '66 All-Star team. Two-way back in college, scored in '64 Rose Bowl. Outstanding speed, stinging tackler.

### **Don Shula** *Head Coach*



Shula takes over as head coach for 1970 after a brilliant career with the Baltimore Colts. Named head coach of the Colts in 1963 when he was just 33 years old. Shula's record at Baltimore was a resounding 71 wins, 23 losses and four ties in the rugged Western Conference. In capturing the NFL crown in 1968, the Colts finished with a 13-1 regular season record. Along with those successes have come frustrations as well. In 1964, the Colts had a 12-2 record, but lost the NFL championship game to the Browns, and the following year had a 10-3-1 mark to tie for Western Conference honors with Green Bay, only to lose in the playoff for that title. In 1967, the Baltimore club ran up a 13-straight win streak as they battled the Rams for honors, only to lose to L.A. in the showdown game. Twice NFL Coach of the Year, Shula was an outstanding offensive player at John Carroll University, and started his pro career as a defensive back with Cleveland in 1951. He later played with both Baltimore and Washington before becoming an assistant coach at Virginia and Kentucky. He joined the Detroit Lions as an assistant in 1960 prior to going with the Colts in 1963.

# Miami 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
40	Anderson, D.	S	6-2	200	24	3	* 28	Milton, E.	WR	5-10	185	25	3
—	Bolin, B.	G	6-2	240	30	9	* —	Mirto, J.	G	6-2	265	23	2
16	Boutwell, T.	R-QB	6-2	205	23	2	35	Mitchell, S.	RB	6-2	210	26	5
71	Boynton, J.	T	6-4	255	24	2	82	Moreau, D.	TE-PK	6-1	215	25	5
85	Buoniconti, N.	LB	5-11	220	29	9	22	Morris, E.	RB	5-10	190	23	2
24	Clancy, J.	WR	6-1	195	26	4	26	Mumphord, L.	DB	5-11	180	23	2
83	Cox, J.	TE	6-2	230	23	3	* 43	Neff, B.	S	5-11	180	26	5
77	Crusan, D.	T	6-5	260	24	3	89	Noonan, K.	WR	6-3	205	26	5
39	Csonka, L.	RB	6-2	250	23	3	* 11	Norton, R.	QB	6-2	190	26	5
42	Darnall, B.	WR	6-2	200	26	3	—	Olssen, L.	T-C	6-5	254	23	3
55	Edmunds, R.	LB	6-2	220	24	3	41	Pearson, W.	DB	6-0	190	23	2
50	Emanuel, F.	LB	6-3	255	27	5	48	Petrella, B.	DB	6-0	185	25	5
73	Evans, N.	T	6-5	250	27	6	56	Powell, J.	LB	6-3	215	23	2
75	Fernandez, M.	DT	6-2	250	24	3	31	Pryor, B.	RB	6-0	215	24	2
58	Goode, T.	C	6-3	245	31	8	74	Richardson, J.	DT	6-2	260	25	4
29	Grady, G.	DB	5-10	185	23	2	70	Riley, J.	DE	6-4	260	25	4
12	Griese, B.	QB	6-1	190	25	4	20	Seiple, L.	TE-P	6-0	220	25	4
72	Heinz, B.	DT	6-6	290	23	2	84	Stanfill, B.	DE	6-5	250	23	2
99	Hines, J.	WR	6-0	175	24	3	5	Stofa, J.	QB	6-3	210	28	5
80	Joswick, B.	DE-DT	6-5	260	24	3	62	Tuck, E.	G	6-3	240	24	2
52	Keyes, J.	LB-PK	6-2	225	26	3	81	Twilley, H.	WR	5-10	180	26	5
21	Kiick, J.	RB	5-11	220	24	3	* 79	Urbanek, J.	DT	6-4	270	25	3
15	Kremser, K.	K	6-0	175	25	2	49	Warren, J.	DB	5-11	175	31	7
66	Little, L.	G-T	6-1	285	24	4	—	Warfield, P.	WR	6-0	190	27	7
53	McBride, N.	DE	6-3	245	23	2	51	Weisacosky, E.	LB	6-1	230	26	4
54	McCullers, D.	LB	6-1	215	22	2	78	Williams, M.	G	6-4	250	30	6
87	Mertens, J.	TE	6-3	240	23	2	61	Woodson, F.	G	6-2	255	26	4

\* Placed on waivers

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	Choice to Cleveland		
2.	MANDICH, Jim	TE	Michigan
3.	FOLEY, Tim	DB	Purdue
4.	JOHNSON, Curtis	DB	Toledo
5.	Choice to Boston		
6.	CAMPBELL, Dave	DE	Auburn
7.	SCOTT, Jake	DB	Georgia
8.	CHIVERS, Maruel	RB	Jackson State
9.	GINN, Hubert	RB	Florida A&M
10.	NITTENGER, Dick	G	Tampa

# Miami 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs	Interceptions	No.	Yards	Long	TDs		
Kiick . . . . .	180	575	3.2	27	9	Mumphord . . . . .	5	102	51	0		
Csonka . . . . .	131	566	4.3	54	2	Anderson . . . . .	3	106	40	0		
Morris . . . . .	23	110	4.8	37	1	Buoniconti . . . . .	3	27	24	0		
Griese . . . . .	21	102	4.9	22	0	Weisacoksy . . . . .	3	10	7	0		
Mitchell . . . . .	28	80	2.9	12	0	Stanfill . . . . .	2	32	17t	2		
Milton . . . . .	7	62	8.9	27	0							
Norton . . . . .	8	16	2.0	9	0	Kickoff Ret.	No.	Yards	Avg.	Long	TDs	
						Morris . . . . .	43*	1136*	26.4	105t*	1*	
						Milton . . . . .	8	166	20.8	37	0	
						Beier . . . . .	4	58	14.5	17	0	
Passing	Att.	Comp	Pct.	Yards	TDs	Int.						
Griese . . . . .	252	121	48.0	1695	10	16	Punt Ret.	No.	Yards	Avg.	Long	TDs
Norton . . . . .	148	65	43.9	709	2	11	Morris . . . . .	25	172	6.9	38	0
Stofa . . . . .	23	14	60.9	146	0	2	Anderson . . . . .	12	82	6.8	29	0
							Beier . . . . .	5	8	1.6	9	0
							Milton . . . . .	1	4	4.0	4	0
Pass Rec.	No.	Yards	Avg.	Long	TDs							
Seiple . . . . .	41	577	14.1	41t	5	Punting	No.	Yards	Avg.	Long		
Kiick . . . . .	29	443	15.3	53t	1	Seiple . . . . .	80	3263	40.8	66		
Noonan . . . . .	29	307	10.6	27	3	Anderson . . . . .	5	188	37.6	49		
Clancy . . . . .	21	289	13.8	50	1							
Csonka . . . . .	21	183	8.7	42	1							
Milton . . . . .	12	179	14.9	49	0	Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Twilley . . . . .	10	158	15.8	33	1	Kremser . . . . .	0	0	0	26	13	65
Moreau . . . . .	10	136	13.6	35	0	Kiick . . . . .	9	1	10	0	0	60
Mitchell . . . . .	10	125	12.5	34	0	Seiple . . . . .	0	5	5	0	0	30
Morris . . . . .	6	65	10.8	29	0	Csonka . . . . .	2	1	3	0	0	18
Boutwell . . . . .	4	29	7.3	12	0	Noonan . . . . .	0	3	3	0	0	18

\* Led League in 1969

## Miami All-Time Club Leaders

### RUSHING

Jim Kiick, with 345 attempts for 1,196 yards, 13 TDs. (1968-'69)  
 Larry Csonka, with 269 attempts for 1,106 yards, 8 TDs. (1968-'69)

### PASSING

Bob Griese, with 6,176 yards, 473 completions, 46 TDs. (1967-'69)  
 Rick Norton, with 1,751 yards, 156 completions, 6 TDs. (1966-'69)

### PASS RECEIVING

Karl Noonan, with 116 receptions for 1,432 yards and 16 TDs. (1966-'69)  
 Jack Clancey, with 88 receptions for 1,157 yards and 3 TDs. (1967-'69)  
 Howard Twilley, with 83 receptions for 1,204 yards and 4 TDs. (1966-'69)

### INTERCEPTIONS

Dick Westmoreland, with 15. (1966-'68)  
 Willie West, with 13. (1966-'68)  
 Jimmy Warren, with 11. (1966- )

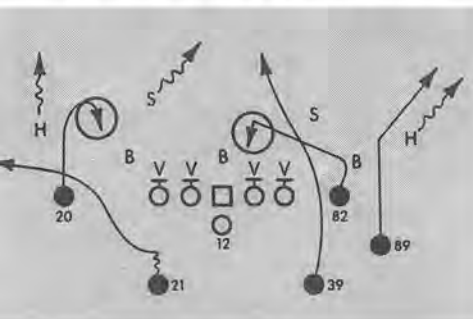
### SCORING

Karl Noonan, with 96 points. (1966-'69)

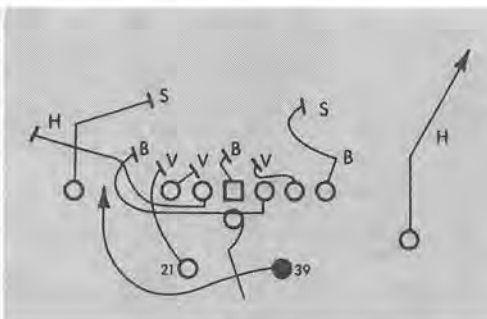


## The Big Play

The five-man Miami pass pattern shown in Diagram A is known as "Triple right" or "Triple left" — depending on which side quarterback Bob Griese (12) stations his three receivers. In effect, this is a saturation pattern that floods the secondary with Dolphin pass-catchers and forces the defense, reluctantly, to switch to single coverage. In the diagram above, Miami has overloaded to the right side with three men. Karl Noonan (89), the flanker, runs a deep down and out route and fullback Larry Csonka (39) circles out of the backfield and goes deep over the middle. This draws the defense back and leaves the short zone vulnerable to a quick across or hook pattern by tight end Doug Moreau (82). Doug has a big edge here since he is covered only by a linebacker, the safety having been decoyed deep by Csonka. On the left side, split end Larry Seiple (20) drives straight downfield for about 20 yards and then hooks back toward the line of scrimmage. Jim Kiick (21), a running back, delays for several counts until Seiple has cleared the short zone, and then Jim runs a shallow down and out route toward the left sideline.



**Diagram A**  
**FIVE MAN PASS PATTERN**



**Diagram B**  
**WEAKSIDE END RUN**

One of the favorite plays in Miami's offensive arsenal is the fullback weakside end run shown in Diagram B. The Dolphins line up in a strong right formation and then send the bruising 240-pound Larry Csonka (39) back to the left (or weak) side with maximum blocking. The idea here is to make the defense think the play is going right — and then hit back quickly against the defensive flow to the left. Both Miami guards pull on this maneuver to get maximum power blocking out ahead of Csonka. One guard seals off the enemy's corner linebacker; the other tries to screen off the defensive halfback. Dolphin halfback Jim Kiick makes a key block as he drives into the line and cuts down the defensive end. Everyone else on the Miami line blocks down — or away from the direction of the play. Csonka does not race blindly toward left end; he bellies back, getting additional depth, and watches to see how his blockers are able to handle the defense. Once Larry has determined his best route, he turns on the speed and heads upfield. With his great size and with his unusual speed, Csonka is a hard man to handle once he clears the jam-up at the line.

## Miami in Action



**AT 240 pounds, running back Larry Csonka is a tough man to bring down. Here's Larry off for eight-yard gain against the Boston Patriots.**

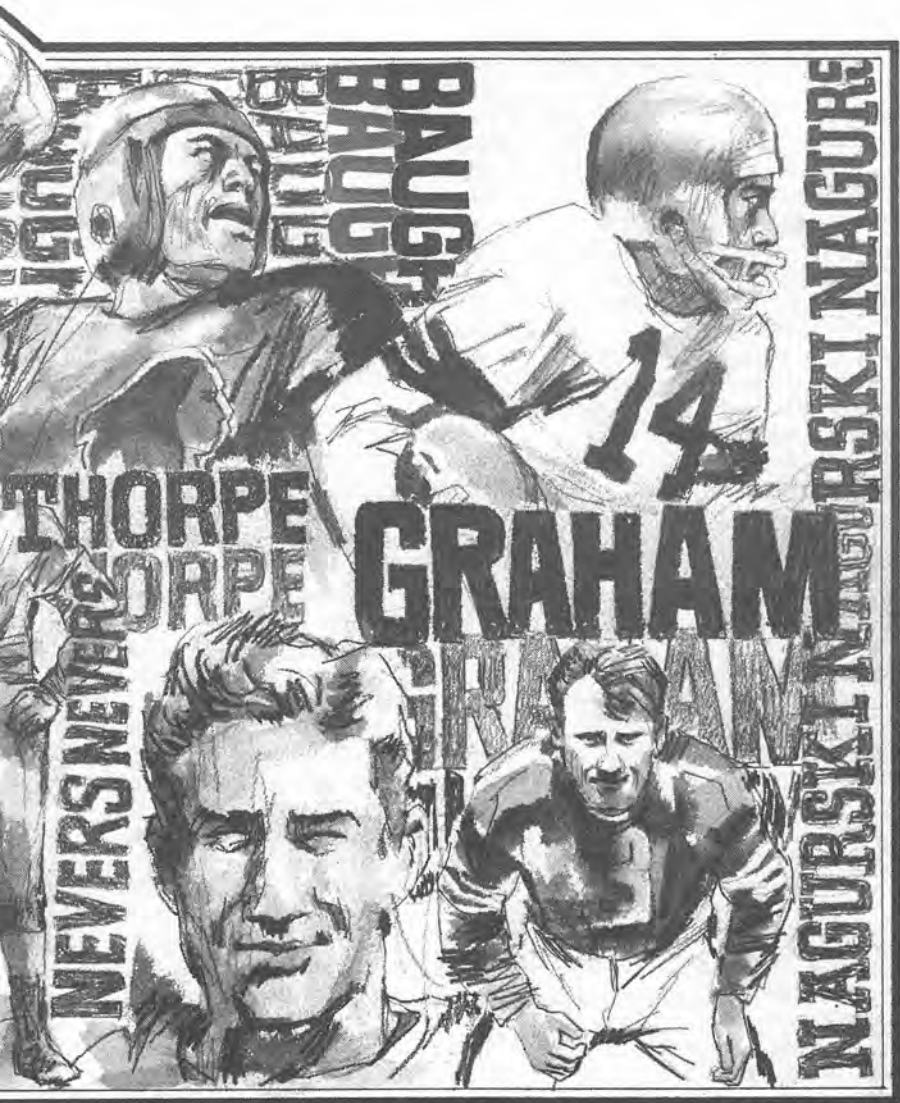


**OFF TO the races with an intercepted pass against Buffalo is Miami defensive back Dick Anderson (40). His blockers are already at work leading the way.**



# Pro Football Hall of Fame

ALL-TIME GREATS ENSHRINED AT CANTON MUSEUM



**W**hen Dick Gallagher took over as the new director of the Pro Football Hall of Fame in Canton, Ohio, in April, 1968, he and his staff were faced with the multi-problem of boosting sagging attendance and making the pro grid shrine as much a part of the ever-changing pro football scene as possible.

One purpose would serve the other, they reasoned. For a modern, up-to-date shrine would prove attractive to a maximum number of fans, no matter what their special team interests might be. And what better

way to build attendance than satisfied visitors who could be expected to "pass the word" to neighbors and friends and other fans.

"I've always said our best salesmen are those who have seen the Pro Football Hall of Fame," Gallagher says. "So our continuing job is to attract as many potential 'salesmen' as possible."

That the program has been a success can be ascertained from the twin facts that (1) attendance reached a new all-time high in 1969 and is headed for another banner year in 1970 and (2) the Hall, now bulging at the seams with a growing mountain of memorabilia crying for display space, is in the midst of a \$600,000 expansion project that will, by the spring of 1971, double the Hall's enshrinement area and add at least 50 percent more exhibition space.

Expansion of the library and tripling the size of the movie theater, where a different film is shown to visitors every hour, are other plusses of the expansion program.

To make the Hall really up-to-date meant that every one of professional football's 26 clubs must be included in the exhibition area, even though the 10 American Football League teams are several years away from having their first enshrinees — a player must be retired for at least five years before he can be considered for enshrinement.

An initial answer was the creation of the Professional Football Today exhibit, an attractive 40-foot long display that devotes equal space to every one of the present NFL clubs. From one side,

the display appears to be a helmet display with every team's colorful headgear brightly lighted. But from another direction, the display features up-to-date facts and histories of every club with pictures of each team's top performers. This area is constantly changed to keep the visitor informed of "what is new" in the National Football League.

A second project was the creation of the Super Bowl display. America's newest major sports attraction took on an added luster when the New York Jets upset the Baltimore Colts in Super Bowl No. 3 and the HOF staff quickly developed a new exhibit that honored all Super Bowl champions but with an emphasis on the latest winner. Updated every year, the display now features the Kansas City Chiefs and their quarterback, Len Dawson.

A third answer was the development of the Top Twenty display, an attractive, three dimensional chart that ranks the leading individuals in scoring, rushing, passing and pass receiving. Based on a player's career-long play, the charts are unique in that they include performances in all major leagues, including the old All-America Football Conference.

Lou Groza in scoring, Jimmy Brown in rushing, Johnny Unitas in passing and Raymond Berry in receiving are the current leaders and all hold fairly comfortable leads at the top of the tables. But the charts are changed every week during football season and the weekly changes of position have created a great deal of interest with fans and the nation's media, as well.

Additionally, the Pro Football



Hall of Fame, through its Board of Selectors, has become active in the changing scene by coordinating the selection of various all-star teams in the past two years.

First came the NFL's 50-year all-time team and then the AFL's all-time team, selected as those leagues neared special anniversary observances.

In 1969 the Hall's staff coordinated the selection of an "official" all-pro team and the naming of the League's top "citizen-athlete," Bart Starr of Green Bay. At appropriate times in the future, the Hall is expected to participate in similar promotions.

When the new wing is completed in 1971, the visitor will see a continuation of the effort to balance out the Pro Football Hall of Fame with a generous number of exhibits from every era.

The present exhibition rotunda will continue to show in dynamic display form the evolution of the sport from the first pro game in 1892 to the present day. A second area will be converted into an enshrinees' memento room, where the prized possessions of some of history's greatest names will be on

display.

A third exhibition room will be devoted to the champions and the stars of all leagues, past and present. A special emphasis will be placed on the histories of the National and American Football Leagues, with the evolution into the current competition between the National and American Football Conferences of the 1970 NFL. The confrontation of the conferences, through a new Super Bowl display, will serve as the climax to this "Room of Champions."

Also important to the bustling Pro Football Hall of Fame scene was the announcement that the 26 clubs of the NFL will stage an annual Hall of Fame pre-season game in Canton at least through the 1983 season. Exact pairings of the next 13 games, all of them intra-conference affairs, were announced in late spring.

Scheduling that far in advance is unprecedented in sports annals, but that action served as pro football's vote of confidence in its Hall of Fame, whose goal of becoming — and continuing as — the top sports shrine to be found is nearing reality.

**Here is a view of the elaborate Pro Football Hall of Fame in Canton, Ohio.**



# NEW YORK JETS



**THE JETS' 1-2 punch of Matt Snell and Emerson Boozer is very formidable. Here's Snell for a good gain against the Oilers as Boozer blocks. Both had more than 600 yards rushing in 1969.**

**I**t is said that no league, in any sport, can make it big, without having, not only a franchise, but a winner in New York. That was the case with the American Football League and, indeed, with the team that was born from the chaos and embarrassment of the Titans.

The franchise has been in the AFL since its 1960 inception, but not until 1963, when David "Sonny" Werblin took over Harry Wismer's financially-crippled team, did it become known as the Jets.

And then the hoopla began. Werblin not only took the team into spanking-new Shea Stadium but presented the fans with Broadway Joe... The Golden Arm... Joe Namath, the match-

less young QB. Matchless, that is, in both word and deed.

Werblin also brought in Weeb Ewbank as his head coach-general manager, and Weeb promised a championship at the end of a "five-year plan." But he missed by a season... so what? He made up for it with two championships in his sixth Jet year—the AFL title and the stunning Super Bowl victory in 1969.

New York has room for the Jets and the Giants. New York is used to winners... supports winners... expects winners. Now it has two, but the nine-year-old *wunderkind* of the 11-year-old league has at least earned equal ranking and respect. At least equal.

## New York 1970 Schedule

September 21	.....at Cleveland	.....9:00 p.m.
September 27	.....at Boston	.....1:00 p.m.
October 4	.....at Buffalo	.....1:00 p.m.
October 10	.....MIAMI	.....8:00 p.m.
October 18	.....BALTIMORE	.....1:00 p.m.
October 25	.....BUFFALO	.....1:00 p.m.
November 1	.....NEW YORK GIANTS	.....1:00 p.m.
November 8	.....at Pittsburgh	.....1:00 p.m.
November 15	.....at Los Angeles	.....1:00 p.m.
November 22	.....BOSTON	.....1:00 p.m.
November 29	.....MINNESOTA	.....1:00 p.m.
December 6	.....OAKLAND	.....1:00 p.m.
December 13	.....at Miami	.....4:00 p.m.
December 19	.....at Baltimore	.....3:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

New York	33	.....Buffalo	19
"	19	.....Denver	21
"	27	.....San Diego	34
"	23	.....Boston	14
"	21	.....Cincinnati	7
"	26	.....HOUSTON	17
"	23	.....BOSTON	17
"	34	.....MIAMI	31
"	16	.....BUFFALO	6
"	16	.....KANSAS CITY	34
"	40	.....CINCINNATI	7
"	14	.....OAKLAND	27
"	34	.....Houston	26
"	27	.....Miami	9
TOTALS	<u>353</u>		<u>269</u>

**FINAL RECORD: WON 10 — LOST 4**

(Home Games Capitalized)

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## New York Key Players

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**VERLON BIGGS, DE, 6-4, 270, 6th Yr., Age 27, Jackson State.**

Powerful player had one of best seasons in 1969, despite missing two games midway through year with injury. Outstanding pass-rusher who got the QB 12 times last year. Named to AFL-All Star team three times, was MVP in 1966 game.

**JOHN SCHMITT, Center, 6-4, 250, 7th Yr., Age 28, Hofstra.**

Regular center for past four years after signing as free agent and being on taxi squad for two years. Excellent pass blocker, he plays with spirit and determination. Won second team All-NFL honors in 1969.



**EMERSON BOOZER, HB, 5-11, 204, 5th Yr., Age 27, Maryland St.**

Has not been same since serious knee injury suffered in '67, but came back enough to register 604 yards rushing, 222 receiving and 4 TDs. When sound is as shifty and elusive a runner as is in the league. Had 442 yards, 10 TDs rushing (13 overall) when cut down in '67.

**JOHN ELLIOTT, DT, 6-4, 250, 4th Yr., Age 25, Texas.**

One of five-man Texas U. contingent on team, Big John had outstanding '68 season climaxed by ferocious Super Bowl clash with Colts' offensive line. Great quickness and agility. Earned All-Star berth, rated All-Pro in 1969.



**DAVE HERMAN, G/T, 6-1, 255, 7th Yr., Age 29, Michigan St.**

His first All-Star game and first all-League selection marked Herman's season in '68, obviously his best. Versatile performer, moved to tackle for several crucial season-end games and was outstanding. Held Colts' Bubba Smith harmless. Great quickness, blocking ability. Pulls well.

**WINSTON HILL, Tackle, 6-4, 280, 8th Yr., Texas Southern.**

Called one of three top tackles in AFL, Winnie earned All-Pro berth and was tops in championship and Super Bowl tests vs. Ben Davidson, Ordell Braase. Immense size does not detract from lateral quickness. Amazingly strong blocker, hard to get past on pass-situations.



**RANDY RASMUSSEN, G, 6-2, 255, 4th Yr., Age 25, Kearney St.**

A No. 12 draft choice in 1967, he's come on to become an exceptionally fine performer. Made offensive starting lineup as a rookie, and has improved yearly to the point where he is now an outstanding pulling guard and very strong pass-blocker.

**DON MAYNARD, F, 6-1, 179, 13th Yr., Age 33, Texas Western.**

Long Lean Texan is all-time pro yardage leader with 10,371 and has 551 career catches. Caught 57 for 1,297 yards, 10 TDs in '68. Fifth time over 1,000 yards. Holds 14 team marks. An original Titan-Jet, was cut by Giants. Great speed, moves, deceptively fast.





**JOE NAMATH, QB, 6-2, 195, 6th Yr., Age 27, Alabama.**

AFL's top quarterback, one of best in any league. Projecting potential plus achievement can become No. 1. Holds pro passing record for single-season yardage, 4,007. Named to combined NFL-AFL All-Star team. Had 185 completions, 2,734 yards, 19 TDs in '69.

**GERRY PHILBIN, DE, 6-2, 245, 7th Yr., Age 29, Buffalo.**

Strong tackler with lightning-quick moves to the QB. Philbin selected to first team All NFL-AFL in '68. Tireless worker, doggedly determined. Has size, speed, quickness. Sidelined most of rookie year ('64) with shoulder separation. Vital cog in league-leading N.Y. defensive unit.



**GEORGE SAUER, Split End, 6-2, 195, 6th Yr., Age 26, Texas.**

Unanimous AFL-All Pro, named to combined NFL-AFL first team. Fine speed, great moves, sticky hands. Averaged 60 receptions for last three seasons. Was 1-2 with Maynard in '67 AFL receiving, led team in '68 with 66 for 1,141 yards.

**MATT SNELL, FB, 6-2, 220, 7th Yr., Age 29, Ohio State.**

Finally emerged as "complete player", which is Ewbank's term for Snell. Has power to crash, speed to elude and savvy to make it work. Ran for 695 yards, 4 TDs in '69, had 22 receptions for 187 yards, one TD. Tough blocker, came back from '67 knee injury.



**JIM TURNER, Kicker, 6-2, 205, 7th Yr., Age 28, Utah State.**

Set pro football record for points scored only via kicking — 145, in 1968. His 34 field goals also established mark and twice kicked six FGs in one game. Had three in Super Bowl to provide margin for 16-7 victory. Doubles as team's No. 3 QB. Top scorer last year, too.

### **Weeb Ewbank** *Head Coach*



Weeb Ewbank is a man of many distinctions. He found, recognized and nurtured greatness in a young free agent quarterback named Johnny Unitas. He later won two consecutive NFL championships with the Baltimore Colts. He was a part of the Cleveland Browns' legend in the All-American Conference, serving under head coach Paul Brown. And now, proudly, he likes to say, in his mid-Western twang, that he is the first man to coach world championships in both leagues and the first to register a Super Bowl victory for the AFL. It has been quite a 24-year career as head coach. Weeb started at Washington University in St. Louis as head coach, staying there in '47 and '48. Then came the task with the Colts (1954-'62) and finally, Werblin's call to arms in '63. His overall record is 123-98-7, and he has mustered three league championships. But even before becoming head coach, Weeb was learning all there is to know about football . . . in aide jobs at Brown, Miami (O.) and with the Cleveland Browns. The rotund mentor was a three-sport star at Miami and, to this day, has a notebook filled with each and every play he has ever used, as a head coach or assistant.



# New York 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro Yr.
62	Atkinson, A.	LB	6-2	230	27	6	* 50	McAdams, C.	DT	6-3	230	26	4
* 46	Baird, B.	S	5-10	180	31	8	12	Namath, J.	QB	6-2	200	27	6
51	Baker, R.	LB	6-3	235	28	7	37	Nock, G.	RB	5-10	200	24	2
40	Battle, M.	S	6-1	180	23	2	20	O'Neal, S.	P-WR	6-3	185	24	2
86	Biggs, V.	DE	27	6-4	270	6	15	Parilli, B.	QB	6-0	190	40	17
32	Boozar, E.	RB	5-11	195	27	5	64	Perreault, P.	G	6-3	248	31	9
55	Carroll, J.	LB	6-2	230	27	6	81	Philbin, G.	DE	6-2	245	29	7
56	Crane, P.	LB-C	6-2	212	26	5	66	Rasmussen, R.	G	6-2	255	25	4
43	Dockery, J.	CB	6-0	186	25	3	26	Richards, J.	S	6-1	180	23	3
80	Elliott, J.	DT	6-4	244	25	4	83	Sauer, G.	WR	6-2	195	26	6
61	Finnie, R.	T	6-3	245	23	2	52	Schmitt, J.	C	6-4	250	7	
** 48	Gordon, C.	CB	6-0	187	29	5	79	Seiler, P.	T-C	6-4	260	23	3
60	Grantham, L.	LB	6-0	210	32	11	41	Snell, M.	RB	6-2	219	29	7
73	Hayes, R.	DT	6-5	248	24	2	89	Stewart, W.	TE	6-7	213	23	2
67	Herman, D.	G	6-1	255	29	7	17	Theofileides, H.	QB	5-10	180	26	2
33	Hicks, W.K.	CB-S	6-1	195	28	7	85	Thompson, S.	DT	6-5	245	25	3
75	Hill, W.	T	6-4	285	28	8	—	Trapp, R.	WR	6-1	174	24	3
22	Hudson, J.	S	6-2	210	27	6	29	Turner, B.	WR	6-1	179	30	9
65	Jones, J.	DE	6-5	215	23	2	11	Turner, J.	K-QB	6-2	215	29	7
87	Lammons, P.	TE	6-3	230	26	5	34	White, L.	RB	6-4	235	24	2
28	Leonard, C.	CB	5-11	160	22	2	18	Woodall, A.	QB	6-5	205	23	2
31	Mathis, B.	RB	6-2	220	31	11	68	Wright, G.	G	6-3	248	26	3
13	Maynard, D.	WR	6-1	179	33	13							

\* Retired

\*\* Traded to Denver

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	TANNEN, Steve	DB	Florida
2.	CASTER, Richard	WR	Jackson State
3.	ONKOTZ, Dennis	LB	Penn State
4.	EBERSOLE, John	DE	Penn State
5.	MCLAIN, Clifford	RB	So. Carolina State from Boston
	ARTHUR, Gary	TE	Miami, Ohio
6.	STEWART, Terry	DB	Arkansas
7.	WILLIAMS, James	DB	Virginia State
8.	PORTER, Jack	G	Oklahoma from Boston
	LOMAS, Mark	DE	No. Arizona
9.	BELL, Ed	WR	Idaho State
10.	DICKERSON, Cleve	RB	Miami, Ohio

# New York 1969 Club Leaders

Rushing						No. Yards Long TDs						
Snell . . . . .	191	695	3.6	34	4	Atkinson . . . . .	2	4	4	0		
Boozier . . .	130	604	4.6	50	4	Battle . . . . .	1	25	25	0		
Mathis . . . .	96	355	3.7	27	4	Philbin . . . . .	1	18	18	0		
White . . . . .	28	88	3.1	10	0							
Namath . . .	11	33	3.0	16	2	Kickoff Ret. No. Yards Avg. Long TDs						
Woodall . . .	4	13	3.3	14	0	Battle . . . . .	31	750	24.2	45	0	
						B. Turner . . .	3	74	24.7	28	0	
Passing						Richards . . .	2	36	18.0	20	0	
Namath . . .	361	185	51.2	2734	19	Leonard . . . .	7	120	17.1	23	0	
Parilli . . .	24	14	58.3	138	2							
Woodall . .	9	4	44.4	67	0	Punt Ret. No. Yards Avg. Long TDs						
						Battle . . . . .	34	235	6.9	22	0	
Pass Rec.						Baird . . . . .	4	21	5.3	7	0	
Maynard . . .	47	938	20.0	60	6	Leonard . . . .	1	0	0.0	0	0	
Sauer . . . . .	45	745	16.6	40	8	Punting						
Lammons . . .	33	400	12.1	25	2		No. Yards Avg. Long					
Snell . . . . .	22	187	8.5	54	1	O'Neal . . . . .	54	2393	44.3	98		
Boozier . . . .	20	222	11.1	29	0	B. Turner . . . . .	2	89	44.5	46		
Mathis . . . . .	18	183	10.2	35	1							
B. Turner . . .	11	221	20.1	54	3	Scoring						
						TDR TDP TDs PAT FG Pts.						
Interceptions						J. Turner	0	0	0	33	32	129
Dockery . . . . .	5	98	35	0	0	Sauer . . .	0	8	8	0	0	48
Baird . . . . .	5	10	7	0	0	Maynard . .	0	6	6	2	0	38
Gordon . . . . .	4	23	20	0	0	Mathis . . .	4	1	5	0	0	30
Crane . . . . .	3	63	27	1	0	Snell . . . .	4	1	5	0	0	30
Richards . . . . .	3	48	37	0	0	Boozier . . .	4	0	4	0	0	24
Beverly . . . .	2	37	37	0	0	B. Turner . .	0	3	3	0	0	18
Hudson . . . . .	2	22	22	0	0	Crane . . . .	0	0	2	0	0	12
						Lammons . .	0	2	2	0	0	12
						Namath . . .	2	0	2	0	0	12

# New York All-Time Club Leaders

## RUSHING

Matt Snell, with 4,004 yards in 993 carries, 22 TDs. (1964-'69)  
 Bill Mathis, with 3,622 yards in 1,044 carries, 37 TDs. (1960-'69)

## PASSING

Joe Namath, with 1,026 completions for 15,487 yards, 97 TDs. (1965-'69)  
 Al Dorow, with 398 completions for 5,399 yards, 45 TDs. (1960-'61)

## PASS RECEIVING

Don Maynard, with 546 receptions for 10,289\* yards, 84 TDs. (1960-'69)  
 George Sauer, with 278 receptions for 4,455 yards, 24 TDs. (1965-'69)

## INTERCEPTIONS

Dainard Paulson, with 29. (1961-'66)

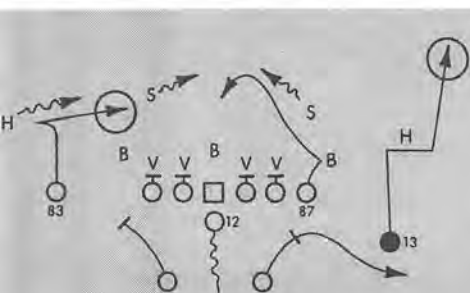
## SCORING

Jim Turner, with 612 points. (1964-'69)  
 Don Maynard, with 504 points. (1960-'69)  
 Bill Mathis, with 282 points. (1960-'69)

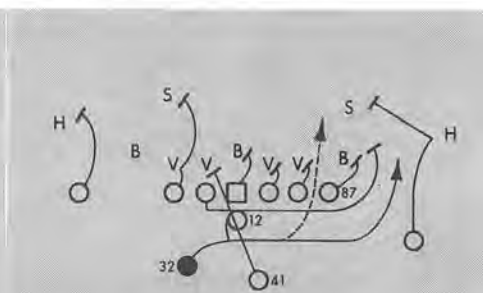
\*All-time Pro record

## The Big Play

With a quarterback like Joe Namath (12) and receivers like George Sauer (83) and Don Maynard (13), the New York Jets can exert tremendous pressure with their passing attack. One of Namath's pet strategies is to get either Sauer or Maynard in a one-on-one situation with a defensive halfback. The flanker deep pattern shown in Diagram A is such a situation. Maynard, who has fine speed and deceptive moves, drives down on the defensive corner back, forcing him to back-pedal, and then makes a sharp outside break. As the halfback reacts and attempts to come up on him, Don turns upfield again and races deep along the sideline. With three separate moves involved here, timing is very important. Namath must lay the ball high and deep, allowing Maynard to run under it 40 yards down the field. If the defense double covers Maynard, Namath can go either to tight end Pete Lammons (87) on a short hitch pattern or to split end Sauer, who runs a sharp square-in on the left side. Maynard often sets his man up for this deep route by running several square-outs earlier in the game. This makes the defensive back conscious of coming up fast — and that's when Don makes his third move and races deep.



**Diagram A**  
FLANKER DEEP



**Diagram B**  
HALFBACK SWEEP

The good ball-carriers in pro football these days usually have more than one option on a running play, as is shown in the Jets' halfback sweep in Diagram B. This play depends on the ability of Emerson Boozer (32) to "read" the blocking ahead of him as the play unfolds. Boozer has the option of going either outside or inside, depending on the direction and success of his blocking. The play starts with quarterback Joe Namath (12) faking a handoff to fullback Matt Snell (41), who drives into the line and throws a cutoff block on the defensive right tackle. The Jets' left guard, meanwhile, pulls laterally and heads for the outside to help set up a running lane for Boozer. As Emerson takes Namath's handoff and starts toward the right, he quickly sizes up the blocking situation. If Pete Lammons (87), the tight end, can hook the linebacker to the inside, Boozer goes wide. If, however, the linebacker fights off Lammons' block and stays outside, Emerson shifts gears and cuts quickly inside tackle.

## New York in Action



**POINTS COMING** up . . . every time Jim Turner swings his leg. The Jet kicker has totaled 274 points in the past two seasons, including 66 field goals in 93 attempts!



**DEFENSIVE END** Gerry Philbin isn't the biggest DE in the business . . . yet he's one of the best. The All-Pro shows why as he flattens Len Dawson of Kansas City.

# OAKLAND RAIDERS



**HEADING FOR** a fall is San Diego's Dick Post as Raiders' superb tackle Tom Keating (74) makes the play. Big Ben Davidson (83) is on hand . . . just in case.

**A**n original AFL franchise-holder, the city of Oakland has had the equivalent of many more than nine football seasons condensed into the time span that began in 1960. From the bottom to the top . . . from cellar to championship . . . from defensive anemia to defensive superiority, Oakland has suffered with, cheered for and supported fanatically its Raiders.

Oakland, situated as an adjunct to San Francisco and for years called "that San Francisco suburb," has long yearned for an identity. The Raiders helped create one in sports, and the citizens responded with season ticket purchases, a wondrous new stadium and a year-round adulation of

their heroes. "There cannot be a better city to be a football player in than Oakland," quarterback Daryle Lamonica has said.

A team that won just twice in 1961 and just once in 1962, the Raiders suddenly took shape and form with a 10-4 season in 1963, earning Coach of the Year honors for young Al Davis. The first league championship was bagged in 1967 and with it a trip to the Super Bowl, where the Raiders gave mighty Green Bay an even match before succumbing.

The Raiders' team motto is "Pride and Poise." As a football town, Oakland can wear the salutation with equal and deserving honor.



## Oakland 1970 Schedule

September 20	.....at Cincinnati	1:00 p.m.
September 27	.....at San Diego	1:00 p.m.
October 3	.....at Miami	8:00 p.m.
October 11	.....DENVER	1:00 p.m.
October 19	.....WASHINGTON	6:00 p.m.
October 25	.....PITTSBURGH	1:00 p.m.
November 1	.....at Kansas City	3:00 p.m.
November 8	.....CLEVELAND	1:00 p.m.
November 15	.....at Denver	2:00 p.m.
November 22	.....SAN DIEGO	1:00 p.m.
November 26	.....at Detroit	12:00 p.m.
December 6	.....at New York Jets	1:00 p.m.
December 12	.....KANSAS CITY	1:00 p.m.
December 20	.....SAN FRANCISCO	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Oakland	21	.....HOUSTON	17
"	20	.....MIAMI	17
"	38	.....Boston	23
"	20	.....Miami	20
"	24	.....Denver	14
"	50	.....BUFFALO	21
"	24	.....San Diego	12
"	17	.....Cincinnati	31
"	41	.....DENVER	10
"	21	.....SAN DIEGO	16
"	27	.....Kansas City	24
"	27	.....New York	14
"	37	.....CINCINNATI	17
"	10	.....KANSAS CITY	6
TOTALS	<u>377</u>		<u>242</u>

FINAL RECORD: WON 12 — LOST 1 — TIED 1

(Home Games Capitalized)

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## Oakland Key Players

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**WILLIE BROWN, DB, 6-1, 190, 8th Yr., Age 29, Grambling.**

Solid player was unanimous All-AFL choice in 1969, named to All-Star squad and deserved all the accolades. Had five interceptions for 111 yards returned, now has 29 for career, including four in one game—an AFL record.

**FRED BILETNIKOFF, WR, 6-1, 190, 6th Yr., Age 27, Florida St.**

All-Pro receiver led club in receiving again last year, grabbing 54 passes for 837 yards and 12 touchdowns. Had 61 catches the year before for 1,037 yards and six TDs. Great moves, has speed, deception. Always a threat.



**TOM KEATING, DT, 6-2, 247, 6th Yr., Age 28, Michigan.**

Came back after missing entire 1968 season because of injury, regained the form which had made him an All-AFL choice in past. Extremely quick and agile defensive player with great competitive drive and spirit. Best under pressure.

**DAN CONNERS, LB, 6-1, 230, 7th Yr., Age 29, Miami (Fla.).**

Fiercy competitor made All-League after being considered marginal at best with Raiders in first two seasons. Came on in '67, the championship year, with All-Pro selection, three interceptions, exceptional game vs. Packers in Super Bowl.



**JIM HARVEY, Guard, 6-5, 250, 5th Yr., Age 27, Mississippi.**

No. 2 draft choice has been a solid performer for Raiders ever since. Big and strong and with fine spirit and drive, he is particularly adept at pass blocking. Also proving to be solid on pulling to lead sweeps.

**GUS OTTO, LB, 6-1, 220, 6th Yr., Age 27, Missouri.**

Active linebacker was named to AFL All-Star team last year after fine campaign. Strong against run, has fine pass drop and covers well. Had two interceptions in '69, giving him six for 135 yards, two TDs in Raider career.



**DAVE GRAYSON, DB, 5-10, 187, 10th Yr., Age 31, Oregon.**

League's No. 2 interception-man with 8, voted All-Pro sixth time. Joined Raiders in '65 from Oakland, has registered 47 career thefts. Good tackler, hits with power from cornerback position. Good speed, hard to beat on long stuff. College running back.

**DARYLE LAMONICA, QB, 6-3, 215, 7th Yr., Age 28, Notre Dame.**

AFL's Most Valuable Player in 1969, he had 221 completions for 3,302 yards and threw for 34 touchdowns in glittering year. Came to Raiders in trade with Buffalo, proved to be instant star and has been outstanding leader ever since.





**HARRY SCHUH, T, 6-3, 260, 6th Yr., Age 27, Memphis State.**

No. 1 draft choice after All-American career, has been workhorse, steady performer ever since. Named to AP and UPI All-AFL first team last year, also AFL All-Star team. Very tough player, excels in pass blocking and for the run.

**GENE UPSHAW, Guard, 6-5, 255, 4th Yr., Age 25, Texas A&I.**

Another No. 1 draft choice of Raiders, he's been outstanding player ever since. Also won AP and UPI first-team All-AFL honors last year, made All-Star team for second time. Strong, far ranging, outstanding competitor.



**JIM OTTO, Center, 6-2, 248, 11th Yr., Age 31, Miami (Fla.).**

Rightfully called AFL's top center. Only player to be on every AFL All-League team since formation. Has also played in every All-Star game. Overlooked in 1960 draft because he weighed only 200. Outstanding blocker, feared on downfield assignments.

**CHARLIE SMITH, RB, 6-1, 205, 3rd Yr., Age 24, Utah.**

Club's leading rusher with 600 yards, 3.4 average, he also grabbed 30 passes for 322 yards. Outstanding speed, he came into his own in second half of '68 season with 426 yards in 88 carries. Strong and quick.



**WARREN WELLS, WR, 6-1, 190, 5th Yr., Age 26, Texas Southern.**

Explosive receiver had top year in '69, despite injury in final few games. Had 47 catches for 1,260 yards, amazing 26.8 average and 14 TD receptions. Had 53 grabs in '68 for 1,137 yards and 11 TDs. Cut by Detroit, Kansas City, Raiders signed him!



## **John Madden**

### *Head Coach*

From coach of the Raider linebackers to head coach of the Raiders in one swift move. That is the John Madden story, and he now embarks on the task of maintaining the superiority Oakland teams have achieved in the past several seasons. Madden was named coach by managing partner (and himself a former Raider coach) Al Davis, when John Rauch took the job offered by Ralph Wilson in Buffalo. A former assistant at San Diego State (1946-'66) Madden was responsible for molding so many of the State defenses that have been utilized by pro teams via the draft. His professional career (with the Philadelphia Eagles as a tackle) was shortened with a knee injury in 1959, and he immediately began building a second career as a coach. John coached the Hancock Junior College (Santa Maria, Cal.) team for two years as an aide and two as head coach. Hancock was undefeated in 1963 and assumed national prominence with a No. 9 JUCO ranking. Madden becomes the youngest (34) coach in either league, and one definitely with success imprinted in his future. Perhaps a mark of his potential was Davis' selection of him for the all-important position over several older men and men with other teams.

# Oakland 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro		No.	Name	Pos.	Ht.	Wt.	Pro	
					Age	Yr.						Age	Yr.
20	Allen, J.	DB	6-1	187	22	2	44	Hubbard, M.	RB	6-1	215	24	2
43	Atkinson, G.	DB	6-0	180	23	3	—	Jones, J.	T	6-4	265	26	5
40	Banaszak, P.	RB	5-11	200	26	5	74	Keating, T.	DT	6-2	247	28	6
50	Benson, D.	LB	6-2	215	25	4	3	Lamonica, D.	QB	6-3	215	29	8
25	Biletnikoff, F.	WR	6-1	190	27	6	42	Laskey, B.	LB	6-3	235	27	5
21	Bird, Rodger	DB	5-11	195	27	4	77	Lassiter, I.	DE	6-5	270	29	9
* 53	Birdwell, D.	DT	6-4	250	29	9	57	Matlock, J.	C	6-4	255	25	3
16	Blanda, G.	QB-K	6-2	215	43	21	47	McCloughan, K.	DB	6-1	190	27	6
24	Brown, W.	DB	6-1	190	29	8	85	Oats, C.	DT	6-3	260	28	6
48	Budness, B.	LB	6-2	215	27	7	* 56	Oliver, R.	LB	6-2	220	24	3
64	Buehler, G.	G	6-2	260	23	2	34	Otto, G.	LB	6-1	220	26	6
89	Buie, D.	WR	6-0	178	23	2	00	Otto, J.	C	6-2	248	32	11
33	Cannon, B.	TE	6-1	215	33	11	79	Schuh, H.	T	6-3	260	27	6
55	Connors, D.	LB	6-1	230	29	7	78	Shell, A.	T	6-5	255	23	3
83	Davidson, B.	DE	6-8	280	30	10	13	Sherman, R.	WR	6-0	190	25	4
—	Davis, T.	LB	6-1	232	28	7	23	Smith, C.	RB	6-1	205	24	3
10	Dickey, E.	QB	6-2	198	24	2	18	Stephenson, K.	QB	6-1	210	25	3
35	Dixon, H.	RB	6-1	230	30	8	76	Svihus, B.	T	6-4	245	27	6
71	Dotson, A.	DT	6-4	260	27	5	80	Thoms, A.	DT	6-5	250	23	2
36	Edwards, L.	TE	6-3	248	23	2	22	Todd, L.	RB	6-1	185	27	6
11	Eischeid, M.	K	6-0	190	29	5	63	Upshaw, E.	G	6-5	255	25	4
45	Grayson, D.	DB	5-10	187	31	10	81	Wells, W.	WR	6-1	190	27	5
30	Hagberg, R.	TE	6-1	215	31	10	29	Williams, H.	DB	6-1	190	33	9
70	Harvey, J.	G	6-5	250	27	5	26	Wilson, N.	DB	6-0	160	27	6
65	Hawkins, W.	G	6-0	240	32	11							

\* Retired

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	CHESTER, Raymond	E	Morgan State
2.	KOY, Ted	RB	Texas
3.	IRONS, Gerald	DE-DT	Maryland State
4.	CLINE, Tony	LB	Miami
5.	LASTER, Art	T	Maryland State
6.	WYATT, Alvin	DB	Bethune-Cookman
7.	SVITAK, Steve	LB	Boise State
8.	WYNN, Mike	DE-DT	Nebraska
9.	HILL, Ike	DB	Catawba
10.	BOSSERMAN, Gordon	T	UCLA

# Oakland 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs		No.	Yards	Long	TDs			
Smith ....	177	600	3.4	26	2	Williams .....	2	4	2	0			
Dixon ....	107	398	3.7	19	0	Conners .....	1	75	75	1			
Banazak ..	83	377	4.3	40	0	Oliver .....	1	29	29	1			
Todd ....	47	198	4.2	51	1								
Hubbard ..	21	119	5.7	18	0	Kickoff Ret.	No.	Yards	Avg.	Long	TDs		
Lamonica ,	13	36	2.8	12	1	Atkinson ...	16	382	23.9	39	0		
						Sherman ...	12	300	25.0	31	0		
Passing	Att.	Comp.	Pct.	Yards	TDs	Int.	Smith .....	10	247	24.7	41	0	
Lamonica	426	221	51.9	3302	34	25	Allen .....	3	67	22.3	38	0	
Blanda ..	13	6	46.2	73	2	1							
							Punt Ret.	No.	Yards	Avg.	Long	TDs	
Pass Rec.	No.	Yards	Avg.	Long	TDs		Atkinson ...	25	153	6.1	30	0	
Biletznikoff ..	54	837	15.5	53	12		Sherman ...	9	46	5.1	14	0	
Wells .....	47	1260	26.8	80	14		Grayson ....	4	28	7.0	12	0	
Dixon .....	33	275	8.3	36	1								
Smith .....	30	322	10.7	32	2		Punting	No.	Yards	Avg.	Long		
Cannon ....	21	262	12.5	53	2		Eischeid .....	69	2944	42.7	58		
Banazak ....	17	119	7.0	19	3								
Todd .....	16	149	9.3	48	1		Scoring	TDR	TDP	TDs	PAT	FG	Pts.
							Blanda ..	0	0	0	45	20	105
Interceptions	No.	Yards	Long	TDs			Wells ...	0	14	14	0	0	84
Grayson .....	8	132	76	1			Biletznikoff ..	0	12	12	0	0	72
Brown .....	5	111	30	0			Smith ...	2	2	4	0	0	24
Laskey .....	3	66	32	0			Banaszak ..	0	3	3	0	0	18
Atkinson .....	2	25	22	0			Cannon ..	0	2	2	0	0	12
Wilson .....	2	25	22	0			Todd ...	1	1	2	0	0	12
Otto, G. ....	2	4	4	0			Connors ..	2	0	2	0	0	12

# Oakland All-Time Club Leaders

## RUSHING

- \*Clem Daniels, with 5,103 yards in 1,133 carries. (1961-'67)
- Hewritt Dixon, with 2,099 yards in 534 carries. (1966-'69)

## PASSING

- Tom Flores, with 810 completions in 1,640 attempts for 11,635 yards and 92 TDs. (1960-'66)
- Daryle Lamonica, with 647 completions in 1,267 attempts for 9,775 yards and 89 TDs. (1967-'69)
- Cotton Davidson, with 410 completions in 974 attempts, for 6,520 yards and 41 TDs. (1962-'66)

## RECEIVING

- Art Powell, with 254 receptions for 4,491 yards and 50 TDs. (1963-'66)
- Fred Biletznikoff, with 196 receptions for 3,153 yards and 26 TDs. (1965-'69)
- Clem Daniels, with 161 receptions for 2,751 yards and 21 TDs. (1961-'67)

## INTERCEPTIONS

- Dave Grayson, with 28. (1965-'69)
- Warren Powers, with 22. (1963-'68)
- Tom Morrow, with 19. (1962-'64)

## SCORING

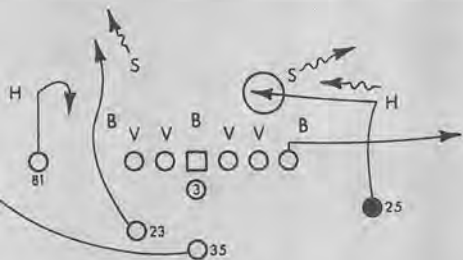
- George Blanda, with 338 points. (1967-'69)
- Clem Daniels, with 324 points. (1962-'67)
- Art Powell, with 300 points. (1963-'66)

\*AFL all-time record

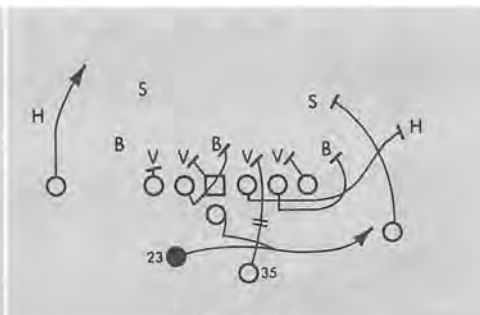


## The Big Play

With more and more zone coverage and double-teaming in the secondary it is becoming increasingly difficult to isolate a pass receiver on a lone defensive back, but the Oakland Raiders do it very effectively with the weakside flood pattern shown in Diagram A. Quarterback Daryle Lamonica (3) floods the left side with three receivers, sending two backs and his left end into the secondary to occupy the defensive backs. This heavy concentration of receivers leaves flanker back Fred Biletnikoff (25), one of Lamonica's prime targets, in essentially a one-on-one situation with the defensive halfback on the right side. The enemy safetyman can't help his halfback in that area since he must follow the route run by Oakland's tight end toward the sideline. For his part, Biletnikoff can run either a square-in, as shown above, or a square-out, depending on the position and reaction of the man who is covering him on that side. In the event of a blitz by the linebackers, quarterback Lamonica can dump the ball to fullback Hewritt Dixon (35), who runs a "safety-valve" route toward the left sideline. Usually, though, Lamonica prefers to wait until Biletnikoff's evasive moves spring him open on the right side.



**Diagram A**  
WEAKSIDE FLOOD



**Diagram B**  
POWER SWEEP

Like all sound football teams, the Oakland Raiders present a solid balance between running and passing. One of the reasons for the success of the Raiders' ground attack is fullback Hewritt Dixon (35), who presents such a threat up the middle that he is the man rival defenses are keyed to stop. Quarterback Daryle Lamonica capitalizes on this fact to spring his other backs loose while Dixon is decoying the defense, especially the linebackers. In Diagram B, Lamonica immobilizes the defense by faking a handoff to Dixon, who drives into the line and throws a seal-off block on the defensive left tackle. After faking the handoff, Lamonica pitches it to halfback Charlie Smith (23), a real speedster, who bellies back and starts a wide sweep toward the right. Both the Oakland right guard and right tackle pull on this play, the guard attempting to ride the defensive halfback to the outside and the tackle looping back to drive the linebacker inside. If the fake to Dixon succeeds in "freezing" the rival linebackers, the Raider blockers should have ideal angles on their targets. Plays like this power sweep with the inside fake set up Lamonica's passing game.

## Raiders in Action



**WELL BURIED** is Kansas City's Robert Holmes under the weight of Raiders Carleton Oats (85), Dan Connors (55), Ralph Oliver (56), Dave Grayson (45) and George Atkinson (43). Enough said?



**NEXT STOP** is the end zone as Oakland's George Atkinson speeds to a 57-yard touchdown with interception against Houston in AFL Playoff game.

# PITTSBURGH STEELERS



**HARD-CHARGING** L. C. Greenwood epitomizes the young and aggressive Steeler defensive unit. Defensive end Greenwood had fine rookie campaign.

Since being franchised in 1933, the Pittsburgh Steelers have been owned and operated by a fascinating Irishman named Arthur J. Rooney, a gentleman who must be ranked among the foremost sportsmen of his era.

Rooney was an outstanding athlete himself as a young man. In fact, he was such a fine football player that Knute Rockne made several efforts at trying to persuade Rooney to enroll at Notre Dame. Also, both the Chicago Cubs and Boston Red Sox sought out the young man for a baseball career. Instead, Rooney's entry into professional football came when he was 32 years old, and

then as owner and president of the Pittsburgh franchise in the NFL, positions he retains today after 38 years with the Steelers.

Over this span, the Steelers have been synonymous with hard-hitting, exciting football, and the club can claim some of the great names of NFL history, such as Johnny (Blood) McNally; Whizzer White, now a Justice of the Supreme Court; Bullet Bill Dudley, and of course, the great quarterback Bobby Lane. Defensive stalwarts for the Steelers over the years are too numerous to mention. In 1970, a new chapter begins... the AFC.

## Pittsburgh 1970 Schedule

September 20	.....HOUSTON	.....1:00 p.m.
September 27	.....at Denver	.....2:00 p.m.
October 3	.....at Cleveland	.....9:00 p.m.
October 11	.....BUFFALO	.....1:00 p.m.
October 18	.....at Houston	.....1:00 p.m.
October 25	.....at Oakland	.....1:00 p.m.
November 2	.....CINCINNATI	.....9:00 p.m.
November 8	.....NEW YORK JETS	.....1:00 p.m.
November 15	.....KANSAS CITY	.....1:00 p.m.
November 22	.....at Cincinnati	.....1:00 p.m.
November 29	.....CLEVELAND	.....1:00 p.m.
December 6	.....GREEN BAY	.....1:00 p.m.
December 13	.....at Atlanta	.....1:00 p.m.
December 20	.....at Philadelphia	.....1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

Pittsburgh	16	.....DETROIT	13
"	27	.....Philadelphia	41
"	14	.....ST. LOUIS	27
"	7	.....New York	10
"	31	.....Cleveland	42
"	7	.....WASHINGTON	14
"	34	.....GREEN BAY	38
"	7	.....Chicago	38
"	3	.....CLEVELAND	24
"	14	.....Minnesota	52
"	10	.....St. Louis	47
"	7	.....Dallas	10
"	17	.....NEW YORK	21
"	24	.....New Orleans	27
TOTALS	<u>218</u>		<u>404</u>

FINAL RECORD: WON 1 — LOST 13

(Home Games Capitalized)

## Pittsburgh Key Players



**JOHN BROWN, Tackle, 6-2, 255, 9th Yr., Age 31, Syracuse.**

Came to Steelers in '67 trade with Cleveland, has been strong performer for past three years. Originally a No. 4 draft choice of Browns in 1961. Gives Steelers maturity in offensive line, proved to be most effective lineman past three years.

**BRUCE VAN DYKE, Guard, 6-2, 246, 5th Yr., Age 26, Missouri.**

A No. 12 choice of the Eagles in 1966, was traded to Steelers with Earl Gros for Gary Ballman. Has been a starter for club for past two campaigns. Excels as a blocker on sweeps and quick openers. Can also play tackle.



**LLOYD VOSS, DE, 6-4, 255, 7th Yr., Age 28, Nebraska.**

No. 1 draft choice of Packers, came to Pittsburgh in a 1966 trade. He's been a starter ever since joining the Steelers, and has proven to be a consistent and productive performer. Very strong and agile, is solid pass-rusher.

**CHARLIE BEATTY, DB, 6-2, 207, 2nd Yr., Age 23, N. Texas St.**

Made excellent impression in rookie year, winning a starting job in pre-season training camp. Suffered a shoulder dislocation in second game, sat out next seven, but returned to show great ability late in the campaign.



**JOE GREENE, DT, 6-4, 270, 2nd Yr., Age 24, N. Texas St.**

Top draft choice more than lived up to his advance notices. Improved each and every week and won NFL Rookie of Year honors on defense. Has outstanding speed for such a big man, great strength. Made Pro Bowl team, seems cinch for stardom.

**DICK HOAK, RB, 5-11, 195, 10th Yr., Age 30, Penn State.**

Led club in rushing again in 1969 with 531 yards after being No. 4 in NFL in 1968 with 858 yards. Continues to be fine, all-around performer who can run, block and catch the ball. Had 20 receptions last year for 190 yards.



**\*ROY JEFFERSON, WR, 6-2, 190, 6th Yr., Age 26, Utah.**

Set Steelers club record last year with 67 receptions for 1,079 yards and nine TDs. Ranked third in the NFL in receptions, won All-Pro mention and Pro Bowl appearance. Swift, outstanding moves, great hands.



**\*RAY MAY, LB, 6-1, 230, 4th Yr., Age 26, So. California.**

Shows signs of becoming a top young MLB. Replaced injured Bill Saul last year, turned in solid job all season long. A No. 4 draft pick, he has fine speed for size, grabbed two interceptions last year after three in '68.

\*Traded to Colts





**ANDY RUSSELL, LB, 6-2, 215, 6th Yr., Age 28, Missouri.**

A No. 16 draft choice in 1963, spent two years in Army, has since come on to become a top LB in league. Not overly big for a linebacker, he has lots of savvy, great speed and range. Made Pro Bowl team in 1968. Hits hard and follows the ball well.

**TERRY HANRATTY, QB, 6-1, 200, 2nd Yr., Age 22, Notre Dame.**

Started five games in his rookie season last year and played in total of eight, showing excellent potential. Threw three TD passes against Green Bay in best effort, finished with 52 completions, 716 yards, eight TDs.



**RAY MANSFIELD, Center, 6-3, 250, 8th Yr., Age 29, Washington.**

No. 2 draft choice of Philadelphia in 1963, came to Steelers the following year and converted to center. Has been regular at that spot since 1964, and has now run his string of consecutive games played to 98.

**BEN MCGEE, DE, 6-3, 260, 7th Yr., Age 31, Jackson St.**

No. 4 draft choice in 1964, he earned a starting spot as a rookie and has been a regular ever since. Extremely quick and agile, blessed with great strength, he's a top pass-rusher. Named to Pro Bowl team in both 1966 and 1968.



**MIKE HAGGERTY, Tackle, 6-4, 245, 4th Yr., Age 25, Miami (Fla.)**

No. 6 draft choice in 1967, he had fine rookie year and was named to NFL All-Rookie team. Spent most of following year on taxi squad, but came back well last year to win starting role in last half of season. Fine potential.



## **Chuck Noll**

### *Head Coach*

After nine years as a successful assistant coach at San Diego and Baltimore, Chuck Noll's first year as head coach of the Steelers turned out to be a rough one for the personable 39-year-old. Pittsburgh scored an opening day victory over the rough Detroit Lions, then suffered through 13 straight setbacks. In six of those losses, the margin of defeat was a touchdown or less. However, the club showed fine signs of potential throughout the final part of the year, and with outstanding young talent coming on, the Steelers should begin to make their presence felt in the league. A star at Dayton University, Chuck was a 21st draft choice of the Cleveland Browns and played both guard and linebacker for the Browns from 1953 through 1959, retiring as an active player at age 27 to take up coaching. He joined the Chargers in 1960 under Sid Gillman as a defensive aide and remained with San Diego through 1965. In five of those six years, the Chargers were Western Division winners. Noll moved on to Baltimore in 1966 as a defensive assistant under former Brown teammate Don Shula, replacing Charley Winner who had moved to St. Louis as head man. Chuck's three years with the Colts turned out to be highly successful ones, as a continuation of championship performance ensued with the Colts.

# Pittsburgh 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Pro		No.	Name	Pos.	Ht.	Wt.	Pro	
					Age	Yr.						Age	Yr.
85	Adams, B.	TE	6-2	225	23	2 **	87	Jefferson, R.	WR	6-2	220	26	6
—	Allen, C.	LB	6-0	225	21	11	55	Kolb, J.	C	6-2	220	22	2
71	Arndt, D.	DT	6-5	260	26	4	36	McCall, D.	RB	5-11	195	26	4
—	Austin, O.	CB	6-3	200	23	3	60	McGee, B.	DE	6-3	250	31	7
46	Bankston, W.	RB	6-4	225	23	2	56	Mansfield, R.	C	6-3	240	29	8
37	Beatty, C.	S	6-2	200	24	2	11	Mingo, G.	PK	6-1	210	30	9
74	Brown, J.	T	6-2	255	21	9	10	Nix, K.	QB	6-2	195	26	4
44	Calland, L.	DB	6-0	190	29	8	27	Oliver, C.	CB	6-1	180	22	2
* 23	Campbell, B.	RB	6-0	195	23	2	—	Pearson, P.	RB	6-1	190	23	4
57	Davis, S.	G	6-1	245	25	4	—	Rowser, J.	CB	6-1	180	26	4
54	Fisher, D.	LB	6-1	230	23	2	73	Ruple, E.	T	6-4	260	24	3
—	Fuqua, J.	RB	5-11	200	24	2	34	Russell, A.	LB	6-2	225	28	6
* 79	Gagner, L.	G	6-3	240	26	5	21	Shorter, Jim	CB	5-11	180	30	9
75	Greene, J.	DT	6-4	270	22	2	—	Sodaski, J.	S	6-1	205	23	
68	Greenwood, L.	DE	6-5	230	23		61	Stenger, B.	LB	6-4	220	23	2
38	Gros, E.	RB	6-3	220	30	9	66	Van Dyke, B.	G	6-2	225	25	5
76	Haggerty, M.	T	6-4	240	25	4	65	Voss, L.	DE	6-4	256	28	7
5	Hanratty, T.	QB	6-1	240	22	2	39	Walden, B.	P	6-0	190	32	7
24	Henderson, John	WR	6-0	200	25	3	67	Washington, C.	DT	6-3	265	23	2
69	Hillebrand, J.	LB	6-3	240	30	8	62	Wenzel, R.	G	6-4	250	27	4
64	Hinton, C.	DT	6-5	248	21	7	86	Wilburn, J.	WR	6-2	190	27	4
42	Hoak, D.	RB	5-11	190	31	10	43	Williams, E.	WR	6-5	215	22	2
29	Hohn, B.	CB	6-0	185	29	6							

\* Placed on waivers

\*\* Traded to Baltimore

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	BRADSHAW, Terry	QB	Louisiana Tech
2.	SHANKLIN, Ronnie	WR	No. Texas State
3.	BLOUNT, Mel	DB	Southern Univ.
4.	GEORGE, Edward	T	Wake Forest
	EVENSON, Jim	RB	Oregon
	from New York Giants		
5.	STAGGERS, Jon	DB	Missouri
6.	BARRERA, Manuel	LB	Kansas State
	KEGLER, Clarence	T	So. Carolina State
	from Minnesota		
7.	GRIFFIN, Danny	RB	Texas-Arlington
8.	SMITH, Dave	WR	Indiana, Pa.
9.	CRENNEL, Carl	LB	West Virginia
10.	BROWN, Isaiah	DB	Stanford

## Pittsburgh 1969 Club Leaders

Rushing	Att.	Yards	Avg.	Long	TDs	No.	Yards	Long	TDs		
Hoak . . . . .	151	531	3.5	13	2	May . . . . .	2	4	2 0		
Gros . . . . .	116	343	3.0	16	4	Calland . . . . .	2	0	0 0		
Bankston . . .	62	259	4.2	15	1	Hillebrand . . . . .	1	14	14 0		
Hanratty . . .	10	106	10.0	31	0	Hinton . . . . .	1	7	7 0		
McCall . . . .	30	98	3.3	14	0	Woodson . . . . .	1	0	0 0		
Nix . . . . .	10	70	7.0	20	0						
Shiner . . . .	14	55	3.9	18	1						
						Kickoff Ret.	No.	Yards	Avg.	Long	TDs
						McCall . . . . .	21	532	25.3	101t	1
						Campbell . . . . .	26	522	20.1	46	0
						Bankston . . . .	4	89	22.3	41	0
						Jefferson . . . .	4	80	20.0	27	0
						Woodson . . . .	1	18	18.0	18	0
						Davis . . . . .	3	0	00.0	0	0
						Kolb . . . . .	1	0	00.0	0	0
Pass Rec.	No.	Yards	Avg.	Long	TDs						
Jefferson . . .	67	1079	16.1	63	9						
Wilburn . . . .	20	373	18.7	53	0	Punt Ret.	No.	Yards	Avg.	Long	TDs
Hoak . . . . .	20	190	9.5	26	1	Hoak . . . . .	1	9	9.0	9	0
Gros . . . . .	17	131	7.7	20	3	Jefferson . . . .	4	23	5.8	9	0
Hilton . . . . .	12	231	19.3	34	0	Campbell . . . .	28	133	4.8	23	0
Henderson . . .	12	188	15.7	45	3						
Cropper . . . .	9	116	12.9	19	0						
Adams . . . . .	6	80	13.3	19	0	Punting	No.	Yards	Avg.	Long	
Bankston . . .	6	6	1.0	8	0	Walden . . . . .	77	3254	42.3	61	
Interceptions	No.	Yards	Long	TDs	Scoring	TDR	TDP	TDs	PAT	FG	Pts.
Hohn . . . . .	5	64	24	0	Mingo . . . . .	0	0	0	26	12	62
Martha . . . . .	5	37	15	0	Jefferson . . . .	0	9	9	0	0	54
Shorter . . . .	3	47	23	0	Gros . . . . .	4	3	7	0	0	42
Stenger . . . .	3	36	19	0	Hoak . . . . .	2	1	3	0	0	18
Russell . . . .	2	48	26	0	Henderson . . . .	0	3	3	0	0	18

## Pittsburgh All-Time Club Leaders

### RUSHING

John Henry Johnson, 4,381 yards with 26 TDs. (1959-'64)

### PASSING

Jim Finks, with 611 completions in 1,129 attempts for 8,954 yards and 48 TDs. (1952-'57)

### PASS RECEIVING

Elbie Nickel, with 328 receptions for 5,121 yards and 37 TDs. (1947-'56)

### INTERCEPTIONS

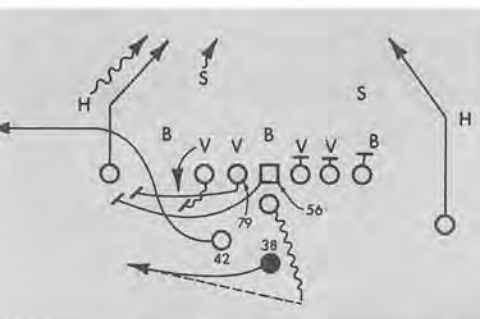
Jack Butler, with 52. (1950-'58)

### SCORING

Lou Michaels, with 277 points. (1960-'62)

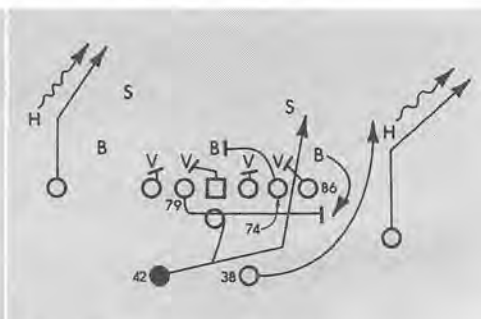
## The Big Play

The Pittsburgh Steelers like to get their big running back, Earl Gros (38), out into the flat where he can turn on some of his great speed and pick up the big yardage. One of the Steelers' pet maneuvers for accomplishing this is the quick screen pass to the fullback shown in Diagram A. The Pittsburgh quarterback drops back quickly as if to throw long, inviting the defensive linemen to put on a pass rush. Gros and fellow running back Dick Hoak (42) set up as if to block and then, when the defense has committed to its rush, the two of them idle out into the left flat where Gros is in position to take a short lob pass. The screen is set up by left guard Larry Gagner (79) and center Ray Mansfield (56). They make an initial block at the line and then they move laterally to the left to form a two-man screen — or protective blocking wall — for Gros. Hoak continues into the left flat, hoping to lure the right corner linebacker away from the intended path of the Steeler play. If the linebacker doesn't react with a pass drop, Hoak might have to block him on the line of scrimmage. This play depends on the defense making a strong, over-anxious pass rush, and also on the ability of Gagner and Mansfield to set up their screen.



**Diagram A**

QUICK SCREEN TO FULLBACK



**Diagram B**

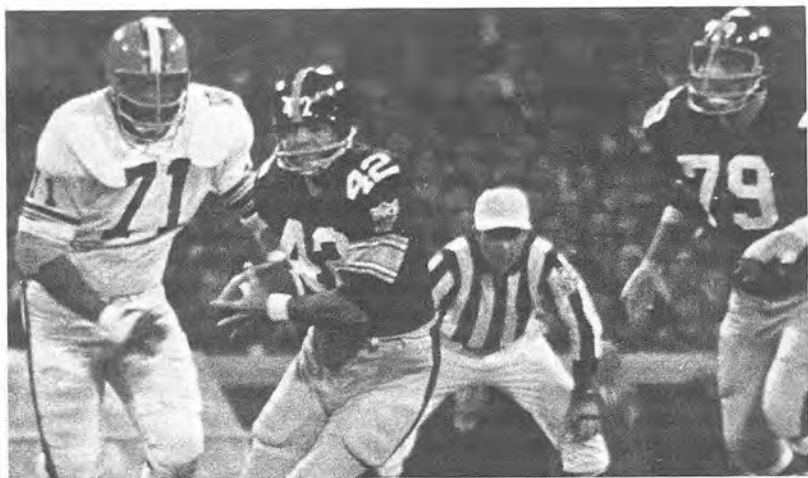
HALFBACK SWEEP TRAP

Defensive linemen have gotten so big that often it's better to rely on finesse rather than brute force to open a hole on a running play. The Steelers try to do exactly this with the halfback sweep trap shown in Diagram B. The idea here is to let the enemy's left corner linebacker penetrate so he can be trap-blocked by Steeler left guard Larry Gagner (79). Tight end J. R. Wilburn (86) and right tackle John Brown (74) execute power blocks, driving their men down the line and away from the right side. The play begins as an apparent end sweep with Dick Hoak (42) carrying and Earl Gros (38) leading the way. As the defensive linebacker tries to contain the sweep, Gagner, driving laterally down the line, blocks him wide to the outside. Wilburn, meanwhile, blocks down on the defensive right end, creating a power gap into which Hoak turns as soon as he sees the linebacker being trap-blocked. Hoak also has the option of going wide if the Steelers can't open up the inside running lane.

## Steelers in Action



**ROOKIE** quarterback Terry Hanratty had fine season in 1969 when he had opportunity to play. Here he looks downfield against Packers in game in which he fired three TD passes.



**VERSATILE** running back Dick Hoak (42), changes direction in big gainer against Cleveland. The Browns' Walter Johnson (71) gives chase.



# SAN DIEGO CHARGERS



**RECORD CATCH:** Incomparable Lance Alworth grabs pass in 96th consecutive game to break Don Hutson's record. It came against Buffalo, with Butch Byrd the defender.

**S**an Diego received its Chargers a year after the AFL began seasonal play. They moved down the coast from Los Angeles, when Barron Hilton decided to explore the promise held out by city officials. It has been a love story of immense proportions, capped with the construction of beautiful San Diego Stadium, a 50,000-seat arena of multi-colored charm, which opened in August of 1967.

Now the Chargers—the winningest team in the history of the league—are such an integral part of pro football that no one questions San Diego as a franchise site. Indeed, it has proven to be one of the league's most consistently successful.

But games have not always been won... memories are not all of glory and fame... there is always that long-awaited pre-season match with the rival Rams of the NFL to remember, a nightmarish 50-7 defeat in the new stadium as 46,293 watched. Yet even then, humor came to the rescue. With the score 43-0 at the half, stockholder Pierre Salinger turned to his companion and said: "I would jump but I know I'd be intercepted by a Ram."

Yet the Chargers went on to an 8-5-1 season in 1967 (it was 8-1 at one point) and were 8-6 last season. And the 1970 team is fully equipped to bring a championship to Southern California.

# San Diego 1970 Schedule

September 20	.....BALTIMORE	1:00 p.m.
September 27	.....OAKLAND	1:00 p.m.
October 4	.....at Los Angeles	1:00 p.m.
October 12	.....GREEN BAY	6:00 p.m.
October 18	.....at Chicago	1:00 p.m.
October 25	.....HOUSTON	1:00 p.m.
November 1	.....at Cleveland	1:00 p.m.
November 8	.....DENVER	1:00 p.m.
November 15	.....at Boston	1:00 p.m.
November 22	.....at Oakland	1:00 p.m.
November 29	.....at Kansas City	1:00 p.m.
December 6	.....CINCINNATI	1:00 p.m.
December 13	.....at Denver	2:00 p.m.
December 20	.....KANSAS CITY	1:00 p.m.

(All times Local, Daylight or Standard)

## 1969 Regular Season Record

San Diego	9	.....KANSAS CITY	27
"	20	.....Cincinnati	34
"	34	.....NEW YORK	27
"	21	.....CINCINNATI	14
"	21	.....Miami	14
"	13	.....Boston	10
"	12	.....OAKLAND	24
"	0	.....Denver	13
"	3	.....Kansas City	27
"	16	.....Oakland	21
"	45	.....DENVER	24
"	21	.....Houston	17
"	28	.....BOSTON	18
"	45	.....BUFFALO	6
TOTALS	<u>288</u>		<u>276</u>

FINAL RECORD: WON 8 — LOST 6

(Home Games Capitalized)

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## San Diego Key Players

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**PETE BARNES, LB, 6-2, 245, 4th Yr., Age 25, Southern U.**

Traded to Chargers from Houston. He won outside linebacking job and did outstanding job. Intercepted five passes in 1969 and was credited with 43 unassisted tackles, 32 assisted tackles. Was All-Southwestern Athletic Conference three years.

**LANCE ALWORTH, WR, 6-0, 180, 9th Yr., Age 30, Arkansas.**

Alworth led the AFL in 1969 for the third time in four years and gained more than 1,000 yards for a record seventh consecutive year. Of note, he has not missed a game in two years. Of notoriety, he broke Don Hutson's pro record last year by catching at least one pass in 96 consecutive games.



**STEVE DeLONG, DE, 6-2, 252, 6th Yr., Age 27, Tennessee.**

Enjoyed best season as pro last year, as he led the Chargers with 17 sacks of the quarterback. Was credited with 62 tackles, blocked one field goal and one PAT. Was All-America and Outland Trophy winner. Elected "MVP" by teammates in 1969. Great quickness, instinct,

**MARTY DOMRES, QB, 6-4, 215, 2nd Yr., Age 23, Columbia.**

No. 1 draft choice in 1969. Performed impressively for a rookie. He started two games against Denver and Houston. Completed 47 of 112 passes for 631 yards and two TDs. He ran for four TDs. Improved each game, shows outstanding potential.



**GARY GARRISON, WR, 6-1, 195, 5th Yr., Age 26, San Diego St.**

Garrison's value was starkly illustrated in 1969. With Gary in the lineup, the Chargers were 8-2; without him 8-6. Had best single game performance in AFL last year against the New York Jets. He caught 10 passes for 188 yards and two TDs. For season had 40 catches for 804 yards and seven TDs.

**KENNY GRAHAM, SS, 6-0, 210, 7th Yr., Age 29, Wash. State.**

Considered top strong safety in AFL. Was named to All-Star team last year. He intercepted four passes in 1969 and returned two for touchdowns, one a 65-yard run against Miami in the Orange Bowl. Vicious tackler and inspirational team leader. Has 25 career interceptions.



**JOHN HADL, QB, 6-1, 218, 9th Yr., Age 30, Kansas.**

One of pro football's most accomplished quarterbacks and holds most Charger passing records. Completed 158 of 324 passes for 2,253 yards and 10 touchdowns in 1969. "He's the best passer in the league," said Joe Namath. Good runner when pressured.

**BOB HOWARD, CB, 6-1, 190, 4th Yr., Age 26, San Diego St.**

Had excellent season in 1969. Has good size, speed and reactions. Drafted No. 2 in 1967. Intercepted six passes and knocked down 11 others last year. Had one interception in 1968. Has good range, does top job against sweeps in the secondary.





**DENNIS PARTEE, Kicker, 6-1, 218, 3rd Yr., Age 24, SMU.**

Solved long-standing punting and place-kicking problem for Chargers. He led the AFL in punting with 71 for 3,169 yards, a 44.6 average. The longest was 62 yards. He kicked a team record field goal for 50 yards. Led team in scoring with 78 points.

**RICK REDMAN, LB, 6-0, 230, 6th Yr., Age 27, Washington.**

Started every game at middle linebacker and did outstanding job. Extremely smart, tough and aggressive. Led Chargers in unassisted (71) and assisted (46) tackles. Ten unassisted tackles came in one game against Cincinnati. Had one interception last year.



**DICKIE POST, RB, 5-9, 190, 4th Yr., Age 25, Houston.**

He increased his yardage in three years from 663 to 758 to 873 with outstanding averages of 4.1, 5.0 and 4.8. Led AFL in rushing in 1969. Possessed of "the quickest feet in pro football." Named to AFL All-Star team. Caught 24 passes for 235 yards and scored six TDs rushing.

**WALT SWEENEY, Guard, 6-4, 256, 8th Yr., Age 29, Syracuse.**

Second consecutive year as first team All-Pro selection. Has played in seven straight AFL All-Star Games. "For ratio of size and speed, the best lineman in the game," said Charger line coach Joe Madro. Does top job on leading sweeps — top pass blocker too.



**RUSS WASHINGTON, DT, 6-6, 295, 3rd Yr., Age 24, Missouri.**

Has star potential with great size, strength and good mobility. Drafted No. 1 was a Big-8 selection three years. Made 70 tackles last year. Has been a starter since rookie season. His pursuit ability is amazing — can run down ball carriers from behind.



### **Charlie Waller** *Head Coach*

Charlie Waller, a Navy man, knows the ropes. After waiting 23 years to become a head coach, he enters his first full year at the helm of the San Diego Chargers with confidence and resolution. Waller took command of the Chargers after the ninth game of 1969 when illness forced the retirement from coaching of Sid Gillman. Charlie guided the Chargers to victories in four of their last five games — the last four in a row. He was rewarded with a new multi-year contract. Although a new personality in pro football — he joined the Chargers in 1966 as offensive backfield coach — Waller has a substantial background in football. His coaching career has run the gamut from high school to college to the pros. Charles Fletcher Waller was born in Griffin, Ga., on Nov. 26, 1921. He attended Griffin High School, the University of Georgia for one year and Oglethorpe College of Atlanta. A single-wing tailback, he captained the team at Oglethorpe. He also was a .385-hitting infielder and a standout boxer, who for three years battled in the Southeastern Golden Gloves finals. A college graduate at 20, Waller joined the U.S. Navy as a member of Gene Tunney's physical fitness program. His four-year service included combat action on a destroyer task force in the North Atlantic and South Pacific. He was commissioned at sea for acts of heroism. After being discharged a lieutenant JG, Charlie obtained his master's degree in education from the University of Georgia.

# San Diego 1970 Veteran Roster

No.	Name	Pos.	Ht.	Wt.	Age	Pro. Yr.	No.	Name	Pos.	Ht.	Wt.	Age	Pro. Yr.
** 25	Alley, D.	WR	6-2	200	25	3	24	Howard, B.	CB	6-1	190	25	4
19	Alworth, L.	WR	6-0	180	30	9	26	Hubbert, B.	RB	6-1	240	28	4
59	Barnes, P.	LB	6-1	247	24	4	88	Huey, G.	S	5-11	190	23	2
40	Beauchamp, J.	CB	6-0	185	26	5	51	Lenkaitis, B.	G-C	6-4	265	24	3
—	Beverly, R.	CB	5-11	195	26	4	—	Lundy, L.	DE	6-7	250	34	14
86	Billingsley, R.	DE	6-8	290	25	4	15	Mikolajewski,	QB	6-1	202	27	2
68	Briggs, B.	DT	6-4	276	25	3	76	Owens, T.	T	6-7	275	29	5
56	Bruggers, B.	LB	6-1	224	26	5	29	Partee, D.	K	6-1	218	24	3
53	Campbell, J.	LB	6-2	232	24	2	22	Post, D.	RB	5-9	190	24	4
** 71	Carr, L.	DT	6-2	270	25	2	47	Queen, J.	TE	6-1	220	24	2
82	DeLong, S.	DE	6-2	252	27	6	66	Redman, R.	LB	6-0	230	27	
14	Domres, M.	QB	6-4	215	22	2	48	Rentz, L.	S	6-1	170	22	2
45	Duncan, L.	CB	5-10	175	27	7	—	Rice, A.	DT	6-1	272	28	5
49	Eber, R.	WR	6-0	185	26	3	80	Ridge, H.	DT	6-4	270	25	5
36	Farley, D.	S	5-11	185	23	3	52	Sartin, D.	DT	6-1	250	23	2
75	Ferguson, G.	T	6-8	300	22	2	31	Sayers, R.	RB	6-1	209	22	2
37	Foster, G.	RB	6-0	220	27	6	64	Schmedding, J	G	6-2	250	24	3
83	Frazier, W.	TE	6-4	250	27	7	20	Smith, R.	RB	6-0	212	25	4
27	Garrison, G.	WR	6-1	193	25	5	81	Staggs, J.	LB	6-2	246	26	4
* 33	Graham, K.	S	6-0	210	28	7	78	Sweeney, W.	G	6-4	256	29	8
65	Gruneisen, S.	C	6-1	250	29	9	43	Tolbert, J.	CB	6-3	207	26	5
21	Hadl, J.	QB	6-1	218	30	9	85	Washington, R.	DT	6-6	295	24	3
39	Hill, J.	S	6-2	190	24	2	77	Wells, B.	T	6-4	280	25	3

\* Traded to Cincinnati

\*\* Placed on Waivers

## 1970 Draft Selections

Rnd.	Name	Pos.	College
1.	GILLETTE, Walker	WR	Richmond
2.	WILLIAMS, Tom	DT	California-Davis
3.	Choice to Buffalo		
4.	MADDOX, Bill	TE	Syracuse
5.	FARRAR, Pettus	RB	Norfolk State
6.	PARKS, Bill	WR	Long Beach State
7.	FABISH, Jim	DB	Texas-El Paso
8.	CLARK, Wayne	QB	International-Cal.
9.	FLETCHER, Chris	DB	Temple
10.	STEEN, Mac	G	Florida



# San Diego 1969 Club Leaders

Rushing						No. Yards Long TDs			
Post	182	873	4.8	60	6	Duncan	6	118	72t 1
Hubbert	94	333	3.5	24	4	Howard	6	50	19 0
Foster	64	236	3.7	24	0	Barnes	5	64	25 0
Smith	51	211	4.1	16	2	Graham	4	112	65t 2
Domres	19	145	7.6	22	4	Kickoff Ret. No. Yards Avg. Long TDs			
Hadl	26	109	4.2	17	2	Duncan	21	587	27.9 52 0
Sayers	14	53	3.8	8	0	Smith	6	138	23.0 27 0
Alworth	5	25	5.0	16	0	Sayers	2	42	21.0 21 0
Passing						Post	4	74	18.5 27 0
Att.	Comp.	Pct.	Yards	TDs	Int.	Punt Ret. No. Yards Avg. Long TDs			
Hadl	324	158	.488	2253	10 11	Duncan	27	280	10.4 38 0
Domres	112	47	.419	631	2 10	Graham	3	15	5.0 9 0
Foster	5	2	.400	39	1 0	Smith	1	5	5.0 5 0
Post	2	1	.500	4	0 0	Punting			
Pass Rec.						No.	Yards	Avg.	Long
Alworth	64	1003	15.7	76t	4	Partee	71	3169	44.6 62
Garrison	40	804	20.1	50	7	Scoring			
Post	24	235	9.8	46	0	TDR	TDP	TDs	PAT
Frazier	17	205	12.1	50	0	Partee	0	0	33 15 78
Foster	14	83	5.9	28	1	Garrison	0	7	0 0 42
Hubbert	11	43	3.9	18	0	Post	6	0	6 0 0 36
Queen	10	148	14.8	42	0	Alworth	0	4	4 0 0 24
Smith	10	144	14.4	55	0	Domres	4	0	4 0 0 24
Eber	9	141	15.7	43	1	Hubbert	4	0	4 0 0 24
MacKinnon	7	82	11.7	23	0	Graham	2	0	2 0 0 12
Interceptions						Hadl	2	0	2 0 0 12
No.	Yards	Long	TDs	Smith					
Hill	7	92	27	0					

# San Diego All-Time Club Leaders

## RUSHING

Paul Lowe, with 4,962 yards in 1,013 attempts, 46 TDs. (1960-'67)  
Keith Lincoln, with 2,698 yards in 573 attempts. (1961-'66)

## PASSING

John Hadl, with 19,026 yards in 2,512 attempts and 143 TDs. (1962-'69)  
Jack Kemp, with 5,996 yards in 815 attempts and 37 TDs. (1960-'62)

## PASS RECEIVING

Lance Alworth, with 458 receptions for 8,977 yards, 77 TDs. (1962-'69)  
Don Norton, with 228 receptions for 3,472 yards, 27 TDs. (1960-'66)

## INTERCEPTIONS

Dick Harris, with 29. (1960-'65)  
Kenny Graham, with 25. (1964-'68)  
Chuck Allen, with 20. (1961-'68)

## SCORING

Lance Alworth, with 476 points. (1962-'69)  
Paul Lowe, with 276 points. (1960-'67)

## The Big Play

If the San Diego Chargers have a real "money man" on crucial third down plays, it has to be split end Lance Alworth (19). The defense is usually so concerned about preventing Alworth from going deep that the short zone is often open to Lance and quarterback John Hadl (21) when they need six or seven yards for a key first down. Such a situation is shown in Diagram A. Russ Smith (20), a very fast running back, circles out of the backfield and runs a deep route into the secondary, drawing the free safety with him, as does Brad Hubbert (26) on the other side. Alworth, meanwhile, delays for a few counts on the line of scrimmage as his teammates clear out the short area. Lance moves toward the defensive back covering him, watching to see if the halfback is "deep conscious." As soon as the defensive man starts to back-pedal, Alworth makes a quick move, squaring off to the inside and breaking over the middle, where he is in good position to take Hadl's quick pass. This maneuver is usually much more effective after Lance has beaten the defensive back on a couple of long fly patterns. Hadl also has the option of going long to either Smith or Hubbert.

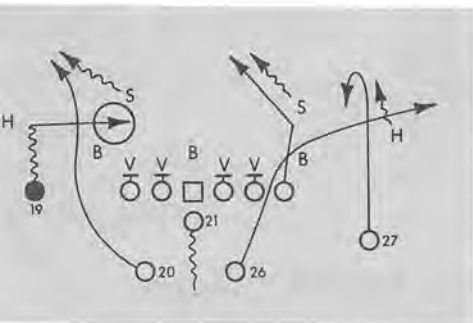


Diagram A  
SPLIT END DELAY

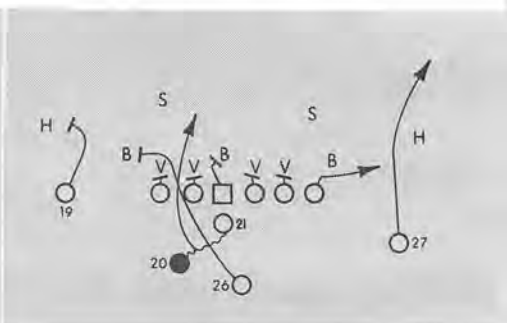


Diagram B  
HALFBACK DRAW

The presence of such talented receivers as Lance Alworth (19) and Gary Garrison (27) makes San Diego rivals so pass conscious that the Chargers are able to exploit the draw play to maximum effectiveness. As shown in Diagram B, quarterback John Hadl (21) sends Alworth wide left and Garrison wide right. Hadl then drops back as if to pass to one of his deep receivers, which immediately causes the defense to react to a passing probability. In the backfield, halfback Russ Smith (20) further adds to the deception by setting up as if to pass block for Hadl. The Chargers' left guard and left tackle "invite" the defensive linemen to penetrate across the line. Once the defense takes the bait, the San Diego blockers ride them to the outside. Fullback Brad Hubbert (26) leads the interference into the tackle-guard opening as Hadl deftly slips the ball to Smith. The halfback pauses for a split second, waiting for the defense to more fully commit itself, and then he slides past the on-coming pass rushers and follows Hubbert into the blocking alley.

## Chargers in Action



**OAKLAND's Daryle Lamonica gets this pass off, despite the imposing presence of Chargers' 300-pound defensive tackle Russ Washington (85).**



**AFL's top rusher in 1969, Dickie Post moves for some of his 873 yards against Buffalo with fullback Brad Hubbert leading the interference.**



# Rules of the Game

Every red-blooded pro football fan has at one time or another been seized by the urge to leap bodily from his seat, race onto the field and personally shorten the life span of an official who has just called one against the home team.

Fortunately, followers of the game usually resist such temptations--and most officials endure to a ripe old age.

Still the pressure on the men in the striped shirts is tremendous. Pro football is a game of speed and impact, a jarring contest between huge men on a 60-minute collision course. Emotion runs high in the heat of this furious skirmish and, were it not for the officials, there would be no way to prevent the sport from deteriorating into a backyard brawl.

Like the coach on the sideline and the quarterback in the huddle, there is no opportunity for a referee or a head linesman to dwell at length on a decision he must make. The action unfolds at a blinding pace--and his call has to be made just as quickly, with no time for a second look or to change his mind. For the pro football official, there is no instant replay. He drops the yellow flag and his decision stands.

## Superman in Knickers

The modern official is something of a Superman in knickers. He knows a hundred and one rules and has the hair-trigger ability to

interpret an infraction and call the penalty in the wink of an eye. During the course of a typical game he may be required to analyze yardage, down, point of infraction and the penalty to be meted out in the time it takes an irate fan to yell, "We wuz robbed."

Split-second calls like this are difficult for the official to make, and often hard for fans to understand--unless, of course, they have a workable knowledge of football's key rules.

Not all the rules, naturally, but at least those which cover situations that occur most frequently on a Sunday afternoon in the NFL. According to several officials polled by The Illustrated Digest of Pro Football, these would include:

Pass interference (perhaps the most controversial interpretation of all), the rules governing the forward pass, use of hands and arms, backward pass, off-sides and illegal motion.

Let's begin with pass interference, the call that usually touches off the most heated arguments. Like the old block vs. charge call in basketball it is very often a tough one to make, even for an experienced official. A big, swift receiver racing downfield under the ball. A cat-quick defensive back slashing across his path at the point of the catch. Both men colliding as they leap high for the football. The pass falls incomplete.

A great defensive play? Or was it pass interference?



Generally speaking, it is interference (by either offense or defense) when any player movement beyond the line of scrimmage hinders the progress of an eligible receiver in his attempt to reach the pass—except (and this is a vital shading of interpretation) when two or more eligible players make a simultaneous and bona fide attempt to catch or deflect the ball.

### Playing The Ball

“Simultaneous and bona fide” means the coming together of opposing eligible receivers (every defensive player is eligible when a pass is in the air) at a spot of possible completion or interception, where each of the players is intent on “playing the ball” and where contact is unavoidable and incidental to the act of attempting to catch or bat the ball. Any contact prior to such time is clearly pass interference—by either or both players.

Thus, contact between a receiver and the man covering him, or vice versa, doesn’t automatically constitute interference. The call rests in the judgement of the official; he must decide where the spot of completion (or interception) might have been and whether the men in contact were “playing the ball,” which is permissible, or playing each other which is not permissible.

During a pass it must be remembered that the defensive players have as much right to the *path of the ball* as do eligible receivers.

From the stands, such collisions between a corner back and a split end are usually seen as defensive pass interference — depending, of



**NFL officials are always on top of the play — even when it’s going the other way.**

course, on home team loyalties. But many times it is the offensive man, moving into the defensive player at the spot where the pass is coming down, who commits the infraction. This situation puts extreme pressure on the nearest official. Both men are moving at high speed and usually they are leaping and twisting in the air when contact, legal or otherwise, occurs. The official must let it stand or he must drop his penalty flag at the spot. He has two seconds to make up his mind, and no chance to reconsider.

One of the most difficult interference calls to make is when a defensive back, beaten by the receiver on a sharp cut or a hook pattern, attempts to tackle the receiver (hard) just as he makes contact with the ball, hoping to



**Pass interference? Or a good defensive play? An official has only a split second to make a judgement.**

jar him and cause either an incompletion or a fumble. Did the defensive man hit the end *before* he caught the ball (illegal, since he was playing the man and not the ball) or did he hit him *just as he touched the ball* (legal)? This call is made more difficult for the official if he is screened off from the play—that is, if he is positioned *in front* of the receiver and cannot judge the instant of contact by the defensive man coming up *behind* the receiver. In such situations an official not in the immediate vicinity of the infraction -- but perhaps with a better view of what happens -- will throw the flag. This can result in irate yelps like "...why did *he* call the play; he wasn't anywhere near it!" Maybe not, but no official drops the yellow penalty flag unless he is

certain he has seen an infraction, even from a distant point on the field.

### Rules on Illegal Formation

Many off-side or illegal formation penalties are called before the ball is snapped. This is because someone is in violation of these basic "musts" concerning position of players prior to the snap:

1. The offense must have at least *seven* players on the line of scrimmage at the snap.

2. Offensive players, except the quarterback, who are not on the line of scrimmage must be at least one yard behind the line.

3. No offensive player, after assuming a set position, is permitted to charge or to move in such a way as to lead the defense to believe that the ball has been snapped. (This is known as the "sucker shift"). The offense must keep this set position for at least one second before the snap.

Any movement can be punishable by a five-yard penalty for illegal motion. Likewise, if a back is lined up less than a yard behind the scrimmage line, his team can be called for illegal formation (not motion, as some fans believe), also a five-yard penalty.

### Hands and Arms Rules

On use of hands and arms, another common rules violation and, incidentally, one not usually evident to fans, here are some points to keep in mind:

1. No offensive player can assist the runner except by blocking for him. That is, he cannot push or shove the ball-carrier ahead of him.

2. Offensive players cannot help a runner to his feet or otherwise

aid him with their hands or arms.

3. The ball-carrier (or runner) is permitted to use his hands and arms to ward off tacklers but no other offensive player may use them to obstruct an opponent---such as by grasping with the hands or using them to push in the act of blocking. (Some veteran offensive linemen are masters at holding and hooking the defensive man in the close quarters of line play, where it is hard for an official to detect such infractions).

4. A defensive player may use his hands and arms only to ward off an offensive blocker, to push or pull him out of the way on the line of scrimmage, to tackle the runner, to push or pull the runner out of the way in an effort to recover a loose ball.

Since all pro teams throw the ball more than they run it, fans should have a basic understanding of the do's and don'ts of passing. Here are a few of them:

1. A pass may be caught by only *one* offensive player. All defensive players are eligible. However, if a pass is first touched by a defensive man (that is, deflected or tipped into the air) all players on the offense immediately become eligible to catch the ball.

2. If a pass is caught simultaneously by two *opposing* players, the ball is awarded to the passing team.

3. Any forward pass becomes incomplete (and the ball dead) if the pass (a) strikes the goalpost or cross-bar at either end of the field, (b) strikes the ground or goes out of bounds and (c) is caught by an offensive player after touching an ineligible receiver or a second eligible receiver.

4. A pass is complete when a



**An official must keep a sharp eye out to see that the quarterback doesn't get hit after he's thrown the ball.**

receiver touches the ground with *both* feet inbounds and with the ball in his possession. If a receiver is carried out of bounds by the impetus of an opponent while he is in possession inbounds in the air, the pass is ruled complete at the out-of-bounds spot.

5. On fourth down, when the offense is inside the opponents' 20-yard line, any incomplete pass into the end zone is ruled an automatic touchback, and the ball is given to the opponents at their 20.

The intentional grounding of a forward pass (penalty: 15 yards and loss of down) is another judgement call which creates pressure on the official. It may be called under any of the following conditions: (a) when no eligible pass receiver is in position to catch the ball, (b) when no defensive players are in position to catch the ball, (c) when the passer makes a deliberate and obvious attempt to prevent the loss of yardage by his

team, and (d) when the ball is intentionally thrown out of bounds or out of the end zone under any of the conditions in (a), (b) or (c).

### Fumble Tip

Here's something to remember this Fall: a fumble is a free ball and may be recovered and advanced by either side. However, a backward pass (lateral) may be advanced only by the offensive team; the defense can recover a backward pass but is prohibited from advancing it beyond the spot of recovery. The exception to this latter provision is if the defense catches the lateral in the air, before it touches the ground. Neither side can advance a muff. A muff is a fumble (or loose ball) which is touched by a player in an unsuccessful attempt to gain possession. The difference between a fumble and a muff is simple: if a player has possession of the ball and loses it, it is a fumble; if a player touches a ball without having complete possession and then the ball gets loose, it is ruled a muff.

One of the most frequent calls in pro football is "roughing the passer," the penalty for which is 15 yards--and disqualification of the offending player if the violence is obviously intentional and flagrant. The rules committee is definitely committed to the protection of the passer, who is highly vulnerable to injury. A passer who is standing still or fading backwards is obviously out of the mainstream of the play after the ball has left his hand and he is to be protected until the pass is either caught or ruled incomplete, or until he starts to assume a

distinctly defensive stance. The referee must determine whether the defensive man had a reasonable chance to stop his momentum before hitting the passer. It is always a bang-bang decision.

The same holds true in kicking situations. Avoiding the punter is the responsibility of the defensive players if they do *not* touch the ball in the attempt to block it. A defensive player may touch the kicker *only* if he has previously touched or deflected the kick or if the contact is, in the official's judgement, caused by the kicker.

### Two Roughing Calls

What most fans are unaware of is that there are two separate and distinct calls in this instance. The first is roughing the kicker, which calls for 15 yards and an automatic first down. The second is running into the kicker (a lesser violation), which awards the offense a first down and costs the offending side five yards from the previous spot--that is, the line of scrimmage.

There is sometimes a question in the minds of fans as to what constitutes a "free kick." The kickoff at the start of the game, at the start of the second half, after a field goal and following a conversion try is a free kick. A free kick situation (usually a punt) also develops following a fair catch and a safety. On each free kick, the captain has the option of how he wishes to put the ball in play: (a) by a free kick (punt, drop-kick or place-kick without the "T") or (b) by snap. If a place-kick or a drop-kick are attempted and the ball goes between the uprights, three points are awarded for a field goal.



Referee gets a middle linebacker's view of the action (above). And another official (below left) is on top of the action near goal-line. At right official waits for snap of ball, alert for any moving infractions by offense.





## SUMMARY OF PENALTIES

The following is a summary of all five and 15-yard penalties:

### Five Yards

1. Crawling, pushing or helping runner.
2. Defensive holding. (automatic first down)
3. Delay of game.
4. Encroachment.
5. Exceeding thirty-second period
6. Excessive time outs.
7. False start.
8. Illegal formation. (player neither on nor off the line at snap)
9. Illegal double shift.
10. Illegal motion.
11. Illegal motion by interior linemen.
12. Illegal substitution.
13. Kick-off out of bounds between goal lines without being touched by any player.
14. Making a forward pass beyond the line of scrimmage. (also loss of down)
15. Making an invalid fair catch signal.
16. More than eleven players on field during play.
17. Offensive team having less than seven men on the line of scrimmage at snap.
18. Off-sides.
19. Pausing less than one second after huddle or shift.
20. Running into kicker.
21. Short free-kick.
22. Two or more players in motion at snap.

### Fifteen Yards

1. Clipping.
2. Fair catch interference.
3. Forward pass intentionally touched by an ineligible receiver. (also loss of down)
4. Grabbing face mask of any player. (if by defense automatic first down)
5. Illegal batting, kicking or punching a loose ball. (if by defense, automatic first down)
6. Illegal use of hands and arms on offense.
7. Ineligible receiver down field.
8. Intentionally grounding the ball. (also loss of down)
9. Offensive pass interference.
10. Piling on. (if by defense, automatic first down)
11. Roughing the kicker. (automatic first down)
12. Roughing the passer. (automatic first down)
13. Unnecessary roughness. (if by defense, automatic first down)
14. Unsportsmanlike conduct. Player may not shove, push, strike or lay a hand on an official in an offensive or visual manner which may be misinterpreted.

# THE NATIONAL FOOTBALL LEAGUE'S NEW LOOK IN 1970

## AMERICAN FOOTBALL CONFERENCE

### Central Division

Cincinnati  
Cleveland  
Houston  
Pittsburgh

### Eastern Division

Baltimore  
Boston  
Buffalo  
Miami  
New York Jets

### Western Division

Denver  
Kansas City  
Oakland  
San Diego

## AFL FINAL STANDINGS — 1969

### EASTERN DIVISION

	W.	L.	T.	Pct.	Pts.	O.P.
New York	10	4	0	.714	353	269
Houston	6	6	2	.500	278	279
Boston	4	10	0	.286	266	316
Buffalo	4	10	0	.286	230	359
Miami	3	10	1	.231	233	332

### WESTERN DIVISION

	W.	L.	T.	Pct.	Pts.	O.P.
Oakland	12	1	1	.923	377	242
Kansas City	11	3	0	.786	359	177
San Diego	8	6	0	.571	288	276
Denver	5	8	1	.385	297	344
Cincinnati	4	9	1	.308	280	367

## POST-SEASON SCORES

### INTER-DIVISIONAL PLAYOFFS

Kansas City 13, New York 6 / Oakland 56, Houston 7

**AFL CHAMPIONSHIP:** Kansas City 17, Oakland 7

**SUPER BOWL:** Kansas City (AFL) 23, Minnesota (NFL) 7

**AFL ALL-STAR GAME:** West 26, East 3

## NATIONAL FOOTBALL CONFERENCE

### Central Division

Chicago  
Detroit  
Green Bay  
Minnesota

### Eastern Division

Dallas  
New York Giants  
Philadelphia  
St. Louis  
Washington

### Western Division

Atlanta  
Los Angeles  
New Orleans  
San Francisco

## NFL FINAL STANDINGS — 1969

### EASTERN CONFERENCE

#### CAPITOL DIVISION

	W.	L.	T.	Pct.	Pts.	O.P.
Dallas	11	2	1	.846	369	223
Washington	7	5	2	.583	307	319
New Orleans	5	9	0	.357	311	393
Philadelphia	4	9	1	.308	279	377

#### CENTURY DIVISION

	W.	L.	T.	Pct.	Pts.	O.P.
Cleveland	10	3	1	.769	351	300
New York	6	8	0	.429	264	298
St. Louis	4	9	1	.308	314	389
Pittsburgh	1	13	0	.071	218	404

### WESTERN CONFERENCE

#### COASTAL DIVISION

	W.	L.	T.	Pct.	Pts.	O.P.
Los Angeles	11	3	0	.785	320	243
Baltimore	8	5	1	.615	279	268
Atlanta	6	8	0	.429	276	268
San Francisco	4	8	2	.333	277	319

#### CENTRAL DIVISION

	W.	L.	T.	Pct.	Pts.	O.P.
Minnesota	12	2	0	.857	379	133
Detroit	9	4	1	.692	259	188
Green Bay	8	6	0	.571	269	221
Chicago	1	13	0	.071	210	339

## POST-SEASON SCORES

### INTER-DIVISIONAL PLAYOFFS

Western: Minnesota 23, Los Angeles, 20 / Eastern: Cleveland 38, Dallas, 14

**NFL CHAMPIONSHIP:** Minnesota 27, Cleveland 7

**PLAYOFF BOWL:** Los Angeles 31, Dallas 0

**SUPER BOWL:** Kansas City (AFL) 23, Minnesota (NFL) 7

**PRO BOWL:** West 16, East 13

# NFL's TOP INDIVIDUAL PERFORMANCES, 1969

RUSHING						K.O. RETURN						
	Att.	Yards	Avg.	Long	TDs		No.	Yards	Avg.	Long		
Sayers, Chi.	*236	*1032	4.4	28	8	Williams, Detr.	17	563	*33.1	96t		
Hill, Dall.	204	942	4.6	55	8	Duncan, Balt.	19	560	29.5	92t		
Matte, Bal.	235	909	3.9	26	*11	Scott, Cleve.	25	*722	28.9	65		
L. Brown, Wash	202	888	4.4	57	4	Shy, N.O.	16	447	27.9	57		
Woodeshick, Phil.	186	831	4.5	21	4	Hampton, G.B.	22	582	26.5	87		
PASSING						PUNT RETURN						
	Att.	Comp.	Pct.	Yards	TDs	Avg.	No.	Yards	Avg.	Long		
Jurgensen, Wash.	*442	*274	62.0	*3102	22	7.02	Haymond, L.A.	33	*435	*13.2	52	
Starr, G.B.	148	92	*62.2	1161	9	7.84	Harris, Wash.	14	158	11.3	86t	
Tarkenton, N.Y.	409	220	53.8	2918	23	7.13	Hayes, Dall.	18	179	9.9	50	
Gabriel, L.A.	399	217	54.4	2549	*24	6.39	Dodd, N.O.	15	106	7.1	21	
Morton, Dall.	302	162	53.6	2619	21	8.67	Bradley, Phil.	28	181	6.5	37	
PASS REC.						PUNTING						
	No.	Yards	Avg.	Long	TDs		No.	Yards	Avg.	Long		
Abramowicz, N.O.	*73	1015	13.9	49t	7	Lee, Balt.	57	2580	*45.3	66		
Taylor, Wash.	71	883	12.4	88t	8	Widby, Dall.	63	2729	43.3	62		
Jefferson, Pitts.	67	1079	16.1	63	9	Walden, Pitt.	77	3254	42.3	61		
Jackson, Phil.	65	*1116	17.2	65t	9	Bragg, Wash.	70	2957	42.2	63		
D. Williams, St.L.	56	702	12.5	61	7	Lothridge, Atl.	69	2846	41.2	57		
INTERCEPTIONS						SCORING						
	No.	Yards	Avg.	Long	TDs	TDR	TDP	TDs	PAT	FG	Pts.	
Renfro, Dall.	*10	118	11.8	41		Cox, Minn.	0	0	0	43	*26	*121
Barney, Detr.	8	126	15.8	32		M. Clark, Dall.	0	0	0	43	20	103
Bryant, Minn.	8	97	12.0	56		Gossett, L.A.	0	0	0	36	22	102
Mackbee, Minn.	6	100	16.7	38		Mann, Detr.	0	0	0	26	25	101
LeBeau, Detr.	6	15	2.5	8		Dempsey, N.O.	0	0	0	33	22	99

# AFL's TOP INDIVIDUAL PERFORMANCES, 1969

RUSHING						K.O. RETURN						
	Att.	Yards	Avg.	Long	TDs		No.	Yards	Avg.	Long		
Post, San D.	182	*873	4.8	60	6	Thompson, Den.	18	513	*28.5	63		
Nance, Bost.	*193	750	3.9	43	6	Garrett, Bost.	28	792	28.3	63		
Granger, Hou.	186	740	4.0	23	3	Duncan, San D.	21	587	28.0	52		
Garrett, K.C.	168	732	4.4	34t	6	Morris, Mia.	*43	*1136	26.4	*105t		
Little, Den.	146	729	*5.0	48t	6	Simpson, Buf.	21	529	25.2	73		
PASSING						PUNT RETURN						
	Att.	Comp.	Pct.	Yards	TDs	Avg.		No.	Yards	Avg.	Long	
Cook, Cinc.	197	106	53.8	1854	15	*9.41	Thompson, Den.	25	288	*11.5	40	
Namath, N.Y.	361	185	51.2	2734	19	7.57	Duncan, San D.	27	280	10.4	38	
Lamonica, Oak.	*426	*221	51.9	*3302	*34	7.75	Levias, Hou.	*35	*292	8.3	46	
Livingston, K.C.	161	84	52.2	1123	4	6.98	Anderson, Buf.	19	142	7.5	30	
Hadl, San. D.	324	158	48.8	2253	10	6.95	Battle, N.Y.	34	235	6.9	22	
PASS REC.						PUNTING						
	No.	Yards	Avg.	Long	TDs		No.	Yards	Avg.	Long		
Alworth, San D.	*64	1003	15.7	76t	4	Partee, San D.	71	3169	*44.6	62		
Biletnikoff, Oak.	54	837	15.5	53t	12	Maguire, Buf.	78	*3471	44.5	78		
Denson, Den.	53	809	15.3	62t	10	Wilson, K.C.	68	3022	44.4	62		
Reed, Hou.	51	664	13.0	43t	2	O'Neal, N.Y.	54	2393	44.3	*98		
Wells, Oak.	47	*1260	*26.8	80t	*14	Eischeid, Oak.	69	2944	42.7	58		
INTERCEPTIONS						SCORING						
	No.	Yards	Avg.	Long	TDs		TDR	TDP	TDs	PAT	FG	Pts.
Thomas, K.C.	*9	146	16.2	45t		J. Turner, N.Y.	0	0	0	33	*32	*129
Robinson, K.C.	8	*158	19.8	33		Stenerud, K.C.	0	0	0	38	27	119
Grayson, Oak.	8	132	16.5	76t		Blanda, Oak.	0	0	0	*45	20	105
Byrd, Buf.	7	95	13.6	32		Gerela, Hou.	0	0	0	29	19	86
Hill, San D.	7	92	13.1	42		Wells, Oak.	0	*14	*14	0	0	84

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Special thanks and appreciation to the Public Relations Directors of the 13 NFC Clubs and the 13 AFC Clubs whose invaluable contributions helped make this book possible:

**National Football Conference**

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**American Football Conference**

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ILLUSTRATED DIGEST OF  
**PRO FOOTBALL**